

The San Diego Union

FORTY-FIFTH ANNUAL EDITION

JANUARY 1, 1914



SAN DIEGO - THE FIRST PORT OF CALL



Hotel del Coronado

CORONADO BEACH, CALIFORNIA

LOCATED across the bay from San Diego in the most charming part of California is America's greatest resort hotel, open all the year. Coronado Beach is considered one of the most attractive of resort locations from the viewpoint of those who traverse the globe in search of pleasure and recreation. Its balmy yet invigorating climate winter and summer, the well-kept grounds, the wealth of flowers and semi-tropical foliage, miles of paved and contour roads, the ocean and bay, all contribute their share toward the pleasure of the sojourner here. Hotel del Coronado is as inviting in every particular as its surroundings. The luxurious yet homelike appointments, unexcelled service and cuisine, ample resources for the comfort and amusement of guests, and best of all, the feeling that is impressed on all visitors at the famous hotel that they are not only patrons but really guests of the management in the broadest sense of the word, has given to Hotel del Coronado its popularity among people of refinement from all over the world.

Land and water sports are to be enjoyed at Coronado during all months of the year. Deep sea fishing is the best on the coast. Boat house with excellent sailing and row boats and launches with full equipment for deep sea fishing close to hotel. Other amusements are bay and surf bathing (indoor salt water plunge for those who prefer), golf and tennis (tournaments held winter and summer), motor-ing, riding and driving, livery and garage on hotel grounds.



POLO AT CORONADO COUNTRY CLUB

Coronado has no serious rival in the matter of mid-winter polo, and the fields of the Coronado Country Club within easy walking distance of hotel, provide some of the fastest and most spectacular games to be seen anywhere during the winter. The polo season lasts until March 20th. The Ninth Annual Polo Tournament, in which the famous Pacific Coast All-America Polo Trophy is played for, also the California Challenge and Coronado Junior Championship Trophies, takes place March 1st to 20th.

CORONADO'S CELEBRATED TENT CITY, THE ONLY RESORT OF ITS KIND ON THE PACIFIC COAST, WILL OPEN JUNE 1, 1914

The large enclosed salt water plunge near the hotel has been greatly improved and the floor and walls of pool re-tiled. The out-of-door school for children of guests, inaugurated last season and conducted under the Montessori system, is as popular with the youngsters as it is satisfactory to parents.

HOTEL DEL CORONADO IS CONDUCTED ON THE AMERICAN PLAN.

WRITE FOR BOOKLET

JOHN J. HERNAN, Manager, Coronado Beach, California

H. F. NORCROSS, Agent
334 South Spring Street, Los Angeles



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Our work is as high-grade as up-to-date machinery and an efficient force can possibly turn out. Because of our time-saving and mechanically perfect equipment—a huge, water-softening plant, a harmless salt water bleach, machines built for particular pieces, and a quick delivery service—we can afford to make special optional rates for **ROUGH DRY LAUNDRY WORK**. You may choose the method of payment that saves you most: Pay by the piece; by the pound, 6c; by the dozen, 35c.

MUNGER'S LAUNDRY CO.

MAIN
3836

THE
TELEPHONE IS HANDY

HOME
2153

PIONEER TRUCK COMPANY

SAN DIEGO TRANSFER CO.

1626 BROADWAY



Pioneer Truck Company

Largest and oldest draymen and warehousemen in city. Household and piano moving given our special attention. Agents for Bekins Transcontinental and other Forwarding Companies.

EQUIPMENT AND SERVICE UNEXCELLED

MAIN 876—PHONES—HOME 1462

San Diego Transfer Co.

Official baggage agents for all railroads and steamship lines. We store baggage five days free and deliver for one price. We check your baggage at residence, hotel or apartment to destination.

OUR MOTTO IS SERVICE

MAIN 171—PHONES—HOME 1171

Union Title Company AND Union Trust Company

OF SAN DIEGO
INCORPORATED 1903
CAPITAL STOCK, \$300,000.00

OF SAN DIEGO
NEWLY ORGANIZED 1913
AUTHORIZED CAPITAL, \$500,000.00 PAID IN CAPITAL, \$100,000.00

ISSUES jointly with the Title Insurance and Trust Company of Los Angeles the only legally Guaranteed Certificates of Title to Real Estate to be had in San Diego County.

Offers patrons the assurance of protection from loss with \$1,600,000 of resources behind every guarantee.

Issues Policies of Title Insurance that protect against fraud, insanity, forged deeds, unknown heirs and all defects whether of record or not.

Has the oldest, safest and best equipped title plant in this section. Assets greater than all other title companies in Southern California combined.

Offers free a booklet "Title Guarantees Explained", which should be in your hands.



Our Own Re-Inforced Concrete Building, 1028 Second Street. Callers Welcome.

ONE hundred thousand dollars deposited with the State Treasurer as security for the faithful performance of trusts accepted by the corporation.

Fully prepared and legally qualified to act as administrator and executor of estates and as trustee for bond issues and bond holders, registrar and custodian of stocks in any other trust capacity authorized by law.

Property may be deeded to this company to be held in trust and disposed of according to instructions.

Subdivisions of lands may be held and deeds given for parcels as sold.

Experienced trust officers and exceptional facilities are yours to command.

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JOHN F. FORWARD, JR., Vice-President
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O. P. CLARK, Vice-President

JAS. D. FORWARD, Secretary and Treasurer
WILLIAM H. ALLEN, JR.
O. F. BRANT
A. H. SWEET, Counsel

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M. F. HELLER
Counsel
W. H. TAGGART, Trust Officer A. H. SWEET, R. C. SPRINGER

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Insurance Dept.

Premiums written for past year, \$22,800; total in force, \$66,000

Agent for Queen Insurance Co. of America, Phoenix Assurance Co. Ltd. of London, Springfield of Mass., Fireman's Fund of San Francisco, Globe & Rutgers, Employer's Liability Assurance Co. of London, and Massachusetts Bonding Co.

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FOR SHORT TIME ONLY
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Business Leases, \$2,200,000
Store Rentals, \$212,965



Loan Dept.

Loans negotiated and sold since April 1, 1913, to date, \$963,386

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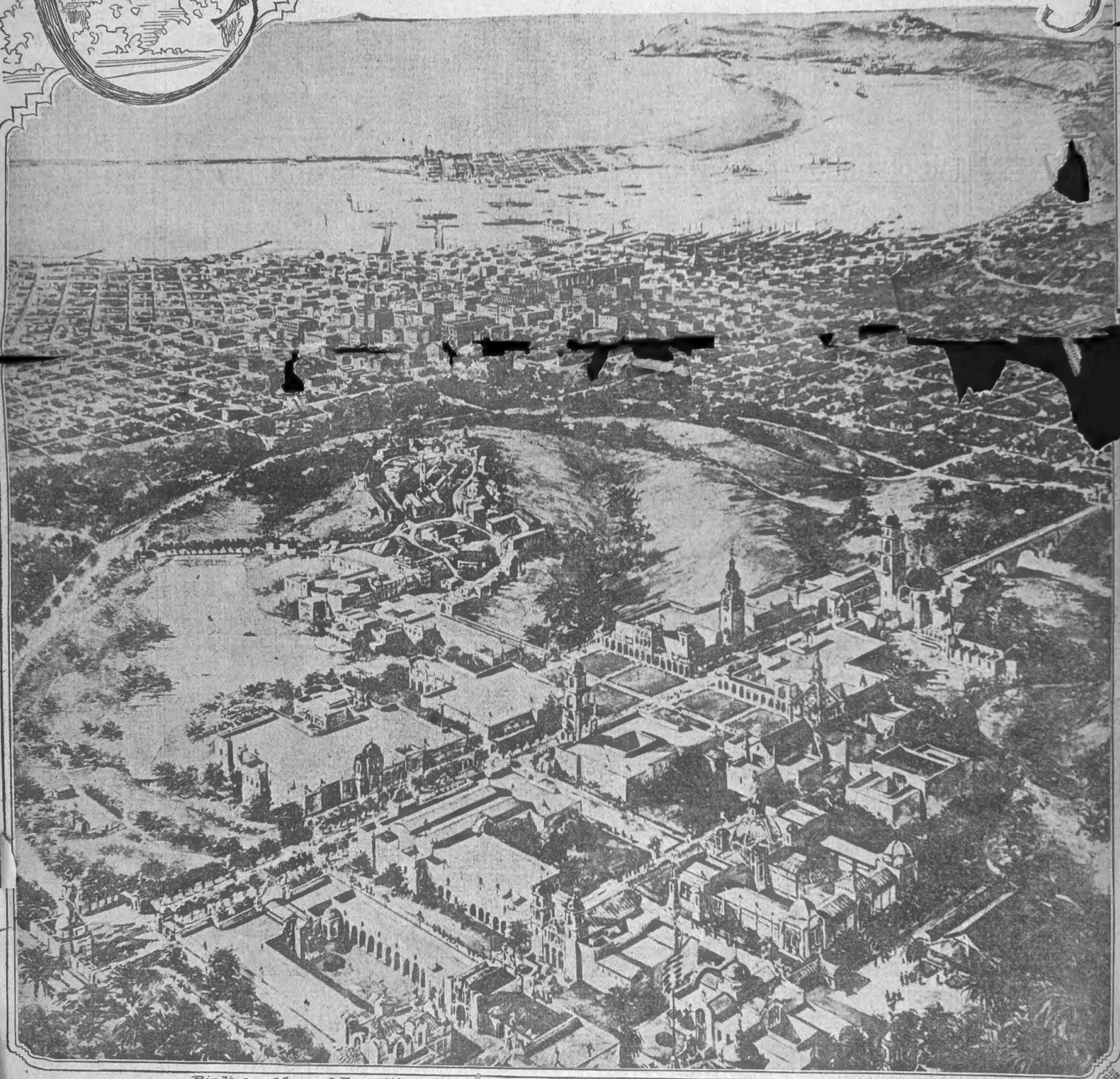
The San Diego
Exposition—1915

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

PANAMA-

CALIFORNIA
EXPOSITION

1915



Bird's-eye View of Exposition Grounds, City and Harbor of San Diego

By H. O. Davis, Director-General.
GREAT world's fair—The Panama-California Exposition—In commemoration of the opening of the Panama canal, is now in process of preparation in the city of San Diego. The project was conceived in 1909 by one of the prominent business men of San Diego. It met with instant favor, and ever since that moment the entire city has labored continuously at the gigantic task of preparation for a great fair of this character.

Ideal Site for Fair

Balboa Park is only ten minutes distant from San Diego's business district. It straddles three hundred feet of sea level, overlooking the city. Mount Loma, San Diego bay, and the ocean—an ideal background—can be seen from its commanding position. The location that the light on the great dome of the California State building, five hundred feet above sea level, commands provides for mariners one hundred miles at sea. This building, construction of which is now proceeding, was provided for by an act of the legislature, approved March 10, 1906, and the bill for which was the only exposition appropriation act signed by Governor Johnson.

To provide a building second only to the state capitol at Sacramento in the imposing beauty of architecture it will be built of reinforced concrete and terra cotta used all the way to come as close as possible to the dissemination of information on the attractive beauties of reinforced concrete and her granite, it will be deposited for his- torical material both before and after designed after the most famous of the Spanish colonial structures of America. It will rise over 200 feet to the top of the dome decorated in the most ornate style with colored tiles. It will surround the main portion of the structure, and to the tower rising around it to give to the beauty of its proportions, and wings and arcades around it will make it one of the finest modern architectural structures in the country.

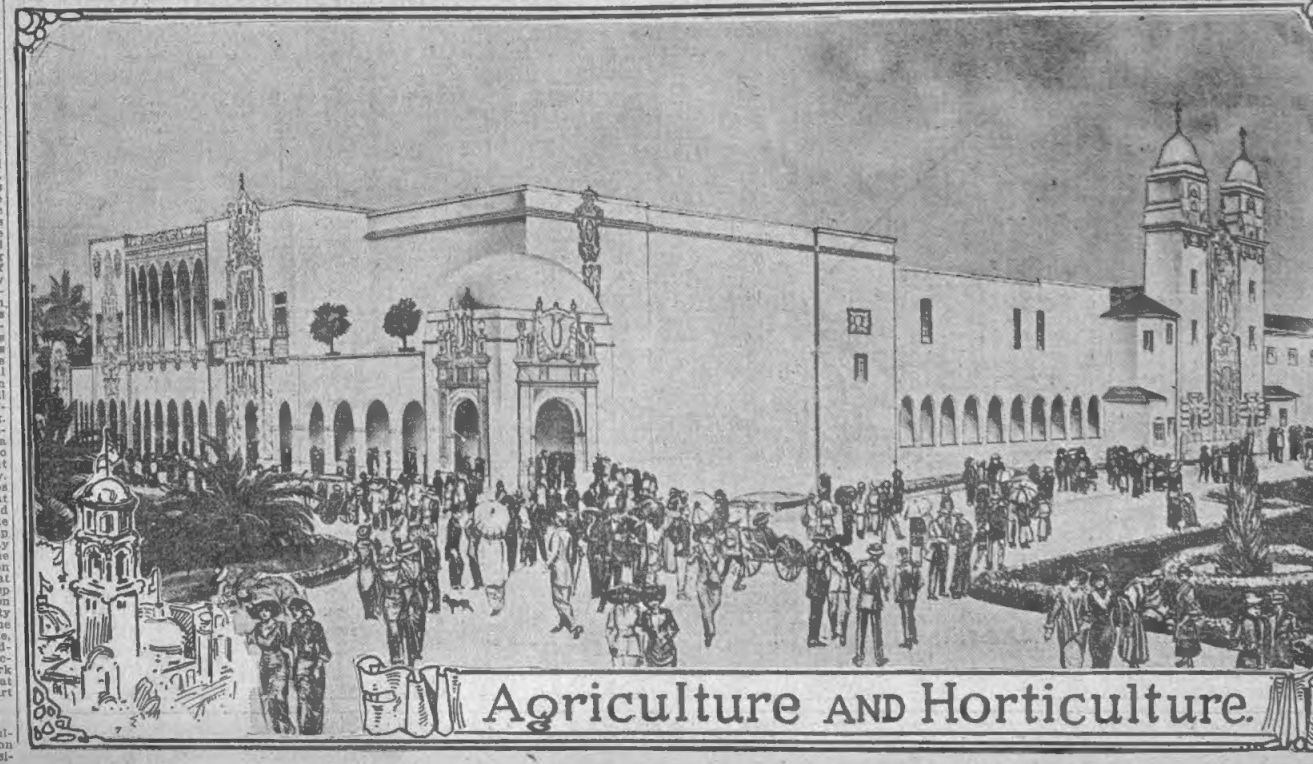
The California building, while near the entrance of Alhambra Park, to which it is connected by a concrete bridge, is a masterpiece of modern architecture. It will be a fine example of the new style of building, and the Prado, the Arts and Crafts building, and the Home Science building are well known. The Administration Buildings and the Science building have been completed a year ago and are occupied during the summer months. Among the main groups are the Science building on the north side of the Prado, and the Home Science building on the south side of the Prado. The third of the main structures to be started was the Science and Education building, which is across the Prado to the south of the Arts and Crafts building, and the fourth is the Agricultural building adjoining the Home Science building. The fifth of the buildings for the seven southern counties of California, being built by an association of these counties. The sixth is the great California State building, the most imposing and expensive of them all. Opposite the building is the Arts building, also of concrete, to cost \$1,000,000. The building which began in September, 1913, the Commerce and Industries, Foreign and Domestic, and the Education buildings followed. Constructive methods are such that the buildings rise very rapidly and it is the purpose of the management to have the completion by the first of July, 1914.

Other Buildings Under Way

Other buildings now under way are several large exhibit buildings built for concessionaires and exhibitors, and still others to be started, state buildings, seven of which are to be completed before the middle

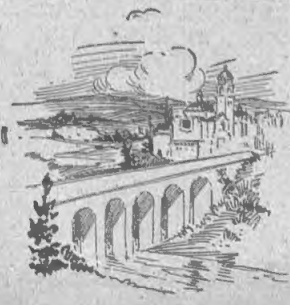
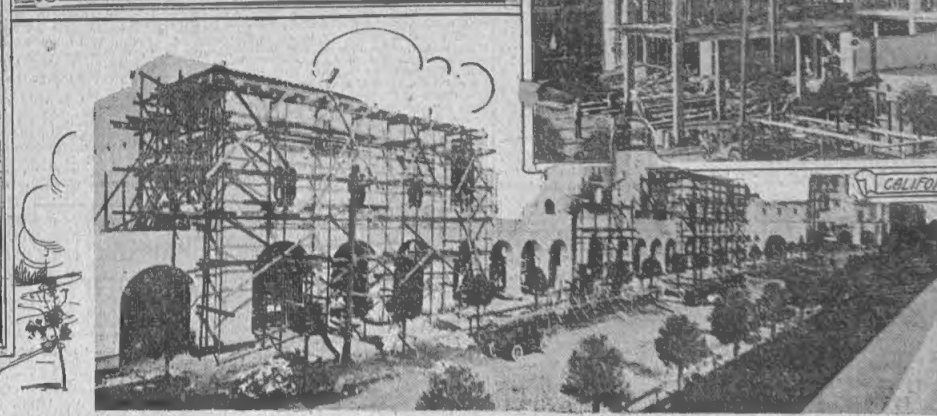
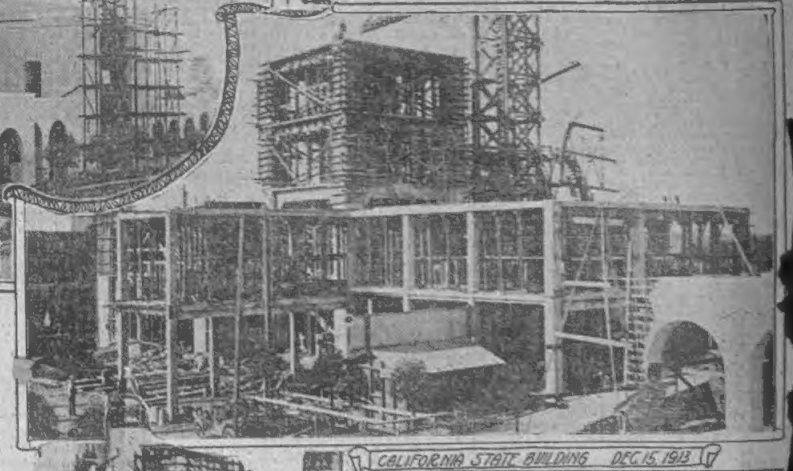
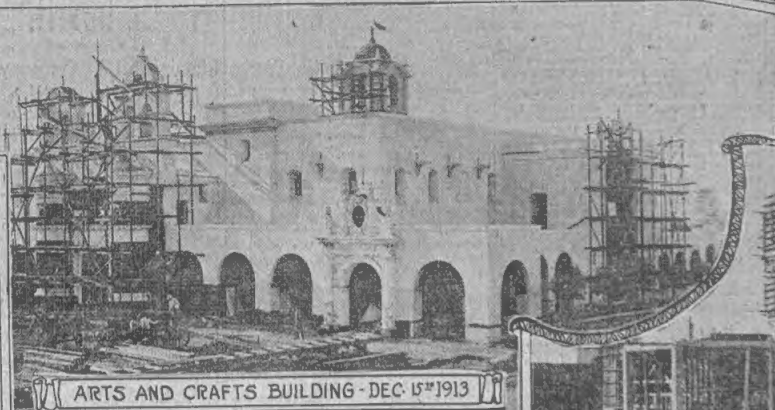
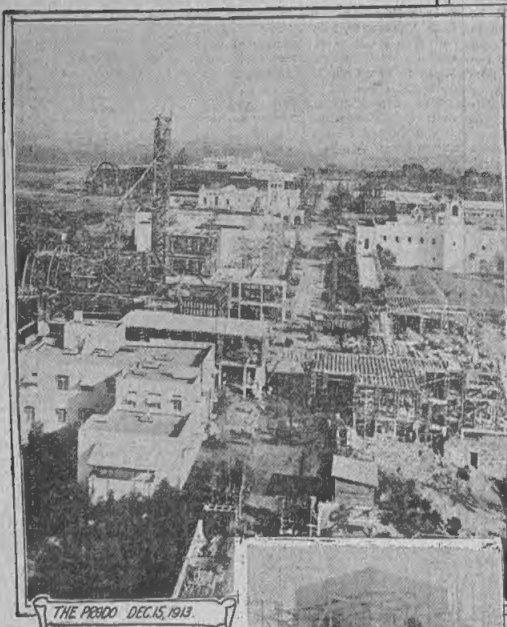
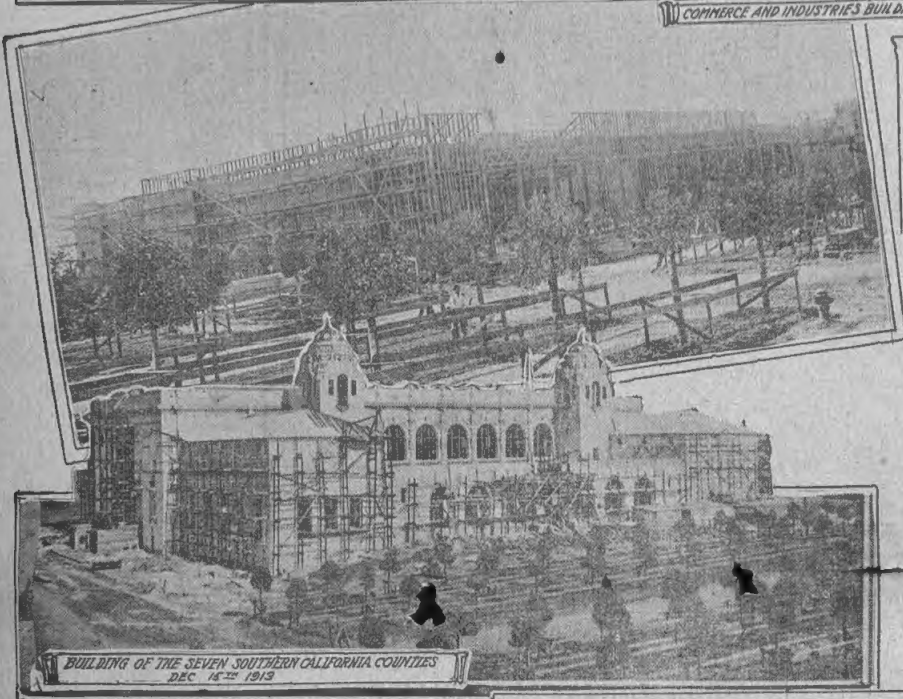
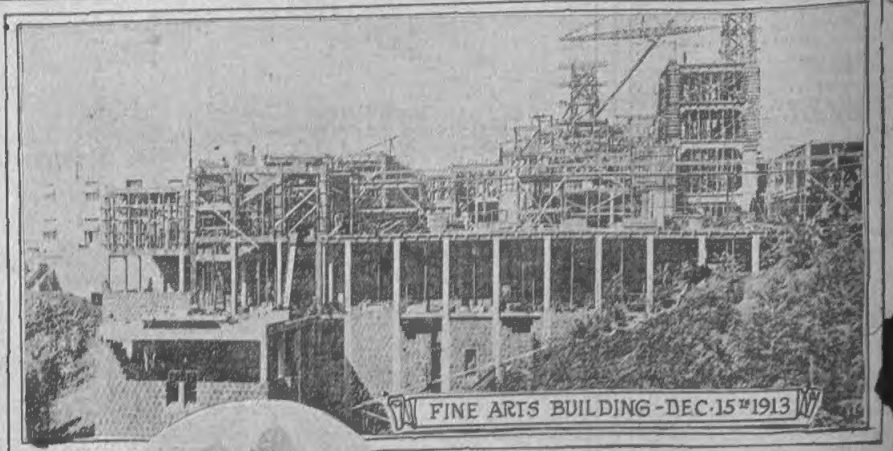
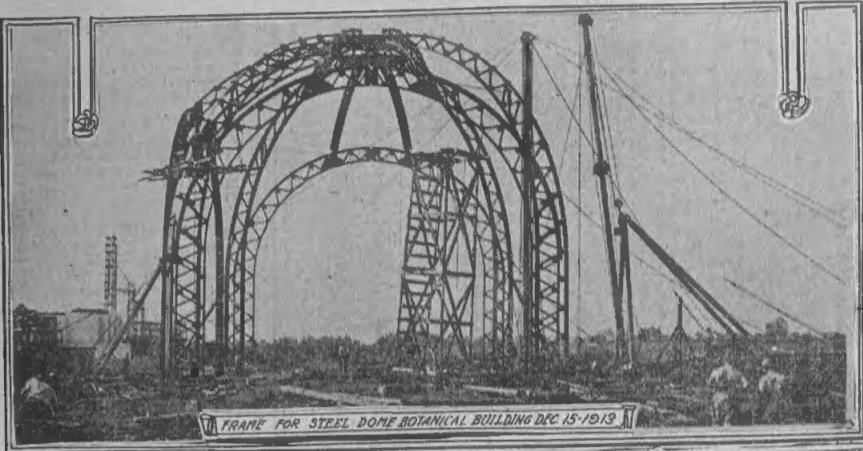
1314. The most interesting and spectacular work now in process is the construction of the Carrillo bridge, which extends across a great ravine, connecting the city with the hills. The position grounds, and when finished will be truly a monumental structure spanning a canyon of deep water. The bridge will consist of several arches supported on fourteen high concrete pillars carried by calas or abutments. The abutments are in place and the concrete of the arches is being poured. The rate of work is one cubic yard of mixture every two minutes and night on those sections or elements forming the great arches. Estimated to cost a lot of money, when the bridge is finished, and 100,000 board feet of lumber, about 100,000 feet of iron for the foundations. Two immense cranes, everything to be lifted, and a central scaffold 100 feet high is used for the purpose of serving the different portions of the structure. Everything is automatic on this building. The mixer and the concrete are automatically from motor trucks into common bins where they are let into the mixer with the required amount of water, and by the automatic mixer. The mixer, after treatment, dumps automatically into a skip or hoist which carries the concrete to the top of the scaffold at the rate of 100 feet per second and the concrete is carried down to the forms from which steel troughs pour the mixture to the required point. A foreman suffices to manage this system, and the men are busy in placing the molds or forms in position for further work. It requires the same men to count the concrete in each segment of an arch with concrete, though a "batch" of mixture is allowed for two or three arches. No serious accident has occurred on any part of this bridge, nor on any of the other exposition buildings since the construction.

Extensive Horticultural Section



Many Visit Site
In a project of the magnitude to the San Diego Exposition has attained, and without feeling that it is too large. There are so many hundreds of the features already arranged, built or on hand that it would be an impossible task to detail them all. Located on the grounds of the San Diego Exposition is one of the sights of Southern California, one of the largest grounds in order to gather the full scope, character and meaning of the Exposition. The grounds are visited by thousands of persons visit the site monthly. Situated in a public park within a mile of the business district, the grounds are reached by trolley lines and the lines, the San Diego Exposition is the most accessible exposition that is in the San Diego plan. The grounds are located on every side, and it is necessary to take a long, tedious ride to any of the exhibits, through the gates. A ten minutes' walk from a portion of the business and hotel sections of the city, the result of this feature is only one of many that distinguishes the San Diego Exposition from all others ever held or planned.

Progress as Shown at the Exposition Site



Most Monumental of Structures in Balboa Park

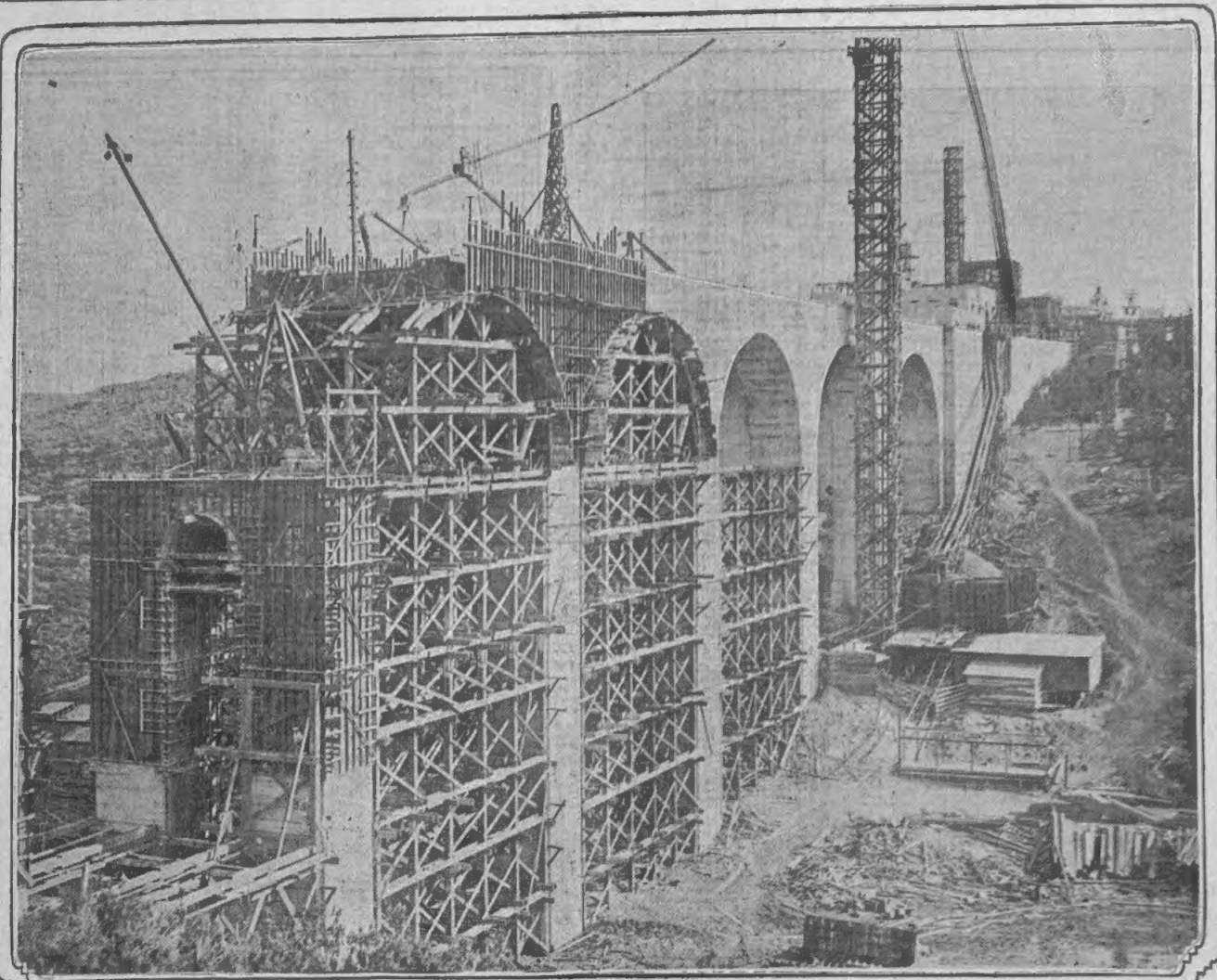
EXHIBITS for the San Diego Exposition are being selected with such care that only the best buildings are now assigned out of the total number of buildings designed for the exhibits. One, the Botanical building, is devoted to a special use and will be filled with specimens and material from the Exposition nursery, supplemented by such other specimens as shall be imported at the last moment.

Every building on the grounds could be filled now—could have been filled before the foundations were laid, but the management has kept the single idea first adopted, that of having each exhibit mean something to illustrate some process, rather than the produce of a process. Then too, there are many exhibitors who have been assigned space in exhibit buildings when as a matter of fact they should have been treated as concessionaires. They are being treated as such as this exposition, and like the exhibits in the general building, they are taking a concession they have freedom of action and are also making an exhibit in addition to operating the concession, thus obtaining a double play.

Buildings Assigned

The four buildings assigned are the Arts and Crafts, Science and Industry, Ethnology, and California buildings. The remaining are the Agriculture and Horticulture, Foreign Arts, Home Economy and Commerce and Industry buildings. Administration of the exposition has been occupied for nearly two years. Hospital has been in use for nearly a year. Service buildings have been in use nearly two years.

Assignments of space in the uncompleted buildings will be started at once. In three months all will be filled. One who has not watched closely the development of a project of the magnitude of the San Diego Exposition cannot appreciate the immense amount of work done that does not show on the surface. Ever since the first of 1912, the division of works has kept a force account of from 400 to 450 men constantly employed. These men have been grading foundations, excavating and laying out the grounds, laying water pipes, building foundations and structures, planting trees and shrubs in various portions of the grounds, operating planing mills, pipe works and transportation yards, preparing material for planting, and caring for material already planted, clearing ground for more planting, and doing all the different things that are required on a project of this character. It means very little to say that Balboa Park has been piped for water, storm drains, sewers and power and light conduits, but there have been laid in the exposition section of the park over 20 miles of iron pipe since the first of the year, for water; nearly 10 miles of storm drains; nearly 10 miles of sewer connections; and about the same amount of electric conduit.



Puente Español - Dec. 15 1913

Boulevards Are Built

At the same time have been built out twenty miles of boulevard and walks. More than sixty miles of land have been planted thick with trees and shrubs. On the West side, notably at the La Jolla entrance, a crew has been kept at work encouraging the growth of native trees and shrubs. Another crew has been at irrigation, sprinkling and feeding the trees and plants set out in their direction. No gully or gulch lying into Balboa Canyon has been neglected; each has been planted and replanted.

More than 4000 palm trees have been set out. Something like 30,000 plants of different varieties and sizes of shrubs are growing in their permanent places in canyon and hillside. Some are over 20 feet high already and only a little above the forest are healthy and flourishing. Thanks to the careful attention and constant care they have had during the past year, the plants are in the place of beauty after the Exposition is over and forgotten.

Building operations started in earnest on the Home Economy building. This structure is designed to hold those exhibits that illustrate the life of the home, the life of the appliances that minister to comfort and health and home. It will be as near the "women's building" as any other building on the grounds. It is a place of beauty after the Exposition is over and forgotten.

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Advanced Methods Employed

A part of this feature will be the Fine Arts, or Ethnology building, which is a building of reinforced concrete. It will be directly opposite the California building on the Prado, and will form the right flank of the bridge on the east end. The bridge itself will disappear in a mass of trees, the roadway rising behind the bridge to a height of over 200 feet above the bridge rail, itself 180 feet high. The California building is 20 per cent. taller than the bridge, and the bridge is 60 per cent. complete. All are to be completed by July 1, 1914.

Employed advanced methods possible in construction work on these buildings. All buildings are on the same level, and the bridge is a half a century without necessity of repair to the frame on which they are built. The method employed has been to make all frames and columns on the ground and hoist them into place with cranes and derricks. Most of the construction, therefore, has been free from the danger to workmen that usually accompanies the construction of so many buildings of the magnitude of these.

Since the first spadeful of earth was turned on the grounds, not a workman has been killed and none has been seriously injured.

Before the first building was framed, a small planing mill was installed in the center of the grounds, and this machine has saved many thousands of dollars to the contractor. An idea of what this means may be gained when it is stated that in the Agriculture building alone are 1,000,000 feet of lumber, of which was sawed and shaped by this mill when any saving or shaping was required. This mill has also turned out all the beams for the great bridge, three complete sets of molds for a complete half circle 50 feet in diameter, built of timbers as small as six inches square up to timbers two inches square. A pneumatic drilling and boring machine has been used on all the heavy timber work, one power auger and one man boring as many holes in half a day as 20 carpenters could bore in a whole day.

Plaster and Stucco Work

Plaster and stucco work is done in the buildings themselves, the contractor moving his molders and men into the buildings as fast as the carpenters make it ready for the plaster and decorations. The first work was done in the Home Economy building. This is the decoration on the grounds from

which is to be a most formal garden, sunken and raised, planted with rarest outdoor material, as it will be protected on three sides by the high white walls of surrounding buildings. California State building was begun in October. It is of reinforced concrete, and is the dominating architectural note of the exposition. When finished, it will dominate the landscape of the park and the city. In Toledo, Spain, and in Teotihuacan, Mexico, are similar structures though the dome is taken from the wonderful tiled dome of the cathedral at Oaxaca, Mexico. All colorings on the domes and spires of this building as on other buildings in the grounds, will be done by colored tiles. From a distance, the California building will rival the great Oaxaca cathedral in its appearance and in its dominating influence on the landscape. Connected with the great bridge putting the two structures will form a whole architectural feature the like of which is not to be seen elsewhere in America.

blue prints, the plaster, which comes from Utah and the material at hand in local markets. None of the figures, the emblematic stucco work, the statues and other art material has been shipped in, all is created on the grounds and the crew numbers about 50 men of all classes engaged in this work. The division of works furnishes the blue prints of the figures and ornaments wanted, and this crew does the rest. In many respects it is the most interesting part of the work now being done on the grounds.

In addition to the main buildings described here, are many concessions and amusement buildings now under way. These are being done by the concessionaires themselves, though all plans and all construction pass under the approval of the Division of Works of the Exposition.

For the protection of the structures now under way and finished, a fire station has been established in the center of the grounds with a day and night crew. Watchmen patrol the grounds day and night, and admission is refused after dark to all except those who have specific business in or about the buildings.

By March 1, most, if not all, of the buildings will be completed.

\$3,500,000 RAISED FOR EXPOSITION

City Shows Faith in Her Works and Provides Money as Fast as It Is Needed

At a meeting of the directors of the Chamber of Commerce of San Diego, California, September, 1909, a proposal came from the president of the Chamber to hold an exposition in San Diego in the year 1915, to fittingly celebrate the opening of the Panama Canal. The president, G. Aubrey Davidson, called attention to the fact that San Diego would be the first Pacific port of call north of the Panama Canal on United States territory, and that the country back of the port in which the opening of the canal would insure a preferential freight rate for San Diego embraced at least one million square miles of land as yet practically undeveloped.

The proposal was immediately accepted, and committees appointed to work out the details of organization. One million dollars was the sum decided upon as necessary to carry out the project, and this was raised by popular subscription to the stock of the Panama-California Exposition corporation. As the plan unfolded, and the organization work progressed, however, it was found that more funds would be required, and an issue of bonds of the city of San Diego was decided upon. Another million dollars was secured by this means. Later the capital stock of the corporation was raised from one million dollars to three and a half millions, and new stock subscriptions are being put out from time to time, as more funds are required. Including the bond issue of one million, and a later one of eight hundred and fifty thousand dollars, the total of monies raised in the city of San Diego is approximately three and one-half millions at this writing.

The San Diego Exposition is to open on January 1, 1915, and to continue throughout that year. The states of the United States and all countries of the world have been invited to participate, the official invitations being transmitted through the State Department of the United States government.

SERVICE STATIONS TO BE MAINTAINED

Standard Oil Company to Make Such Provision in Connection With Exhibit

A big building in which will be housed every process of manufacturing gasoline, kerosene and petroleum products, and service stations for the convenience of the public, are provided for in the contract signed by the Standard Oil Company with Director-General Davis, of the Exposition.

The Standard Oil Company maintains one of the greatest chemical laboratories in the world, in which scientists and chemists are continuously experimenting with by-products of petroleum, to the end that, like the cotton boll, there shall be no waste in manufacturing processes. This system of manufacture will be shown completely in the exhibit building which is to cover half an acre of ground. Work is to begin on this building in ample time to have it complete and the exhibit installed and in working order before the opening day.

The Standard Oil Company is only one of the great manufacturing corporations that are seeking space and opportunity to exhibit at the San Diego Exposition. Like the International Harvester Company, it is prominent in its line of business, and its exhibit will be the latest word in its line of product.

C. N. IS TO SEND STEAMERS HERE

Announced That Line of Fast Steamers to San Diego Will Be Established

According to advices received here from Vancouver, B. C., the Canadian Northern Railway Company will extend its steamship service from Port Mann to San Francisco to San Diego during the Exposition year.

The advices verified the reports that the Canadian Northern has placed an order with the Fairfield Shipbuilding Company of Glasgow, Scotland, for the construction of two thirty-knot turbine steamships. The new turbines will be named the Duke of Connaught and the Duke of Clarence.

They will ply between Port Mann, the Canadian Northern terminal on the Fraser river, San Diego and San Francisco, by way of Victoria and Vancouver. The order for the construction of the turbines was given by Vice President Hanna of the railway company, who is in charge of the carrier's steamship department.

After the Exposition the vessels, it is asserted, will be used in competition with Oregon ship operators for a portion of the grain traffic between California and Mexican ports.

The Duke of Connaught and the Duke of Clarence can ply in the American coastwise trade, carrying interstate commerce can only be transported by vessels flying the American flag. Under the present laws, therefore, the two turbines cannot carry passengers or freight between San Diego and San Francisco for discharge at the northern port, but California passengers can take passage on the liners for Vancouver, Victoria, Port Mann, or any foreign port touched by the company or its subsidiaries.

STATE BUILDING TO BE USED AS DEPOSITORY

Designed After Most Famous of Spanish Colonial Structures in America

Of reinforced concrete, the California State building will be a depository for historical material and other objects necessary to preserve. Designed after the most famous of the Spanish colonial structures of America, it will rise over 200 feet above the foundations.

A beautiful dome decorated in the most artistic style with colored tile, will surround the main portion of the structure. A tower at one corner will further add to the beauty of its proportions, and wings and arcades will make it one of the finest examples of modern architectural art in the country. It will cost \$350,000, and is the property of the exposition. The California building, while near the entrance of Balboa park, to which it is connected by a concrete bridge of seven arches 125 feet high, over the canyon, will be the central or dominant architectural feature of the Exposition. It will be surrounded by buildings in the same style, all devoted to exposition purposes.

BUILDING NEARS COMPLETION

In addition to the horticultural features around it, the State building and grounds of the San Diego Exposition, is the Horticulture building, which will contain the valuable specimens. This house is being built in such a manner that it will be a gathering place where hand concerts may be given if desired, and the wealth and beauty of the flower world may be admired at all times. This house will be completed in short order, so that the vines and flowers may have a year's growth in the building before the spring of 1915.

PERMANENT PARK PROVIDED FOR CITY

Buildings of Enduring Material and Grounds Planned With This End in View

The work now going on in Balboa Park serves the double purpose of providing site and structure for the San Diego Exposition, and a permanent park for the city of San Diego. The grounds have been laid out with this purpose in view, and the buildings are of enduring material and construction, so designed that they can be utilized later as museums, art galleries and auditoriums.

Balboa Park is only a ten minutes' walk distant from San Diego's business center, and stands 100 feet above sea level, overlooking the city, Point Loma, San Diego bay and the Pacific—an ideal site for both fair and park. So commanding is the location that the light on the great dome of the California State building, 300 feet above water level, will be visible to mariners 100 miles at sea.

WHY IT BECAME DIXIE

Where the Southern states and the famous Southern song derived the title "Dixie" is told in the history of the citizens' state of New Orleans, which the London Financial Times gives. Prior to the civil war the bank, which had power to issue paper notes, put out several millions of dollars in denominations of \$10 and \$20. The \$10 bills were engraved in French, with the word "Dix" (ten) prominently featured on the back. The bills became known as "Dixies," and this money becoming popular, Louisiana became known as "the land of Dixie," and at last the term was so broadened as to include all the Southern states under the familiar "Dixie Land."—New York Tribune.

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THE most striking and spectacular construction at the San Diego Exposition grounds is by far the Puente Cabrillo, a great structure spanning the canyon and forming the main entrance to the grounds.

This bridge is of reinforced concrete, of seven arches. The height in the center is 138 feet, and the length between abutments is 900 feet. There are many unusual features in this structure. At both ends there is an earth filled retaining wall. These walls are of the "box" type, the sides being reinforced with steel rods thick tied together with steel rods bedded in the concrete. The end wall of this section is of the buttress type. The two buttresses serve not only to take the overturning thrust of the arch, but also to carry the ends of the concrete girders of the approach spans.

The east approach consists of two roadway girders, twenty-four feet center to center, each two feet wide by four feet deep, and 144 feet long, supported by columns twenty-four feet center to center, and two smaller girders at the edge of the sidewalk, with transverse floor beams eight feet center to center carrying the floor slabs. The parapet wall along this section is carried to the ground, completely enclosing the girders and supporting columns.

The west approach is a similar section seventy-two feet long.

Unusual Features

The bold and unusual features of this bridge are in the section between the two approaches. To the casual observer, the structure will have seven arches each of fifty-six-foot space with piers twelve feet wide. A closer inspection, however, will reveal expansion joints at the crown of each arch. This design limits the effect of temperature changes on the portions between the crowns of adjacent arches. To do this the bridge was designed, not as a series of elastic arches, but a series of balanced cantilevers resting on the piers.

The roadway slab is carried on transverse floor beams and the sidewalk slabs on six-inch diaphragms which also tie the roadway and sidewalk cantilevers together.

The roadway cantilevers rest on reinforced columns. The sidewalk cantilevers are carried to the foundations as a reinforced section fifteen inches wide and twenty feet long.

To stiffen the structure and more completely tie the roadway and sidewalk cantilevers together, a five-inch offset will be built between the roadway and sidewalk cantilevers. The pier is forty-one feet eight inches wide, but at this section will be divided into two parts, which are connected by a transverse arch. The piers below this section are stiffened by horizontal diaphragms eight inches thick, fifteen feet center to center.

Slabs Reinforced

The foundations present no new or unusual features. The columns carrying the roadway cantilevers rest on reinforced slabs 12x24x3 feet thick, and the sidewalk cantilevers on reinforced slabs 6x32x3 feet three inches thick.

The reinforcing of the six and eight inch diaphragms consists of a double system of diagonals usually of one-half inch rods spaced twenty-four inches center to center. The floor slabs are reinforced with Kahn shear bars, floor beams and girders are with three-fourths inch and one inch bars. There will be used in the construction of this bridge 7700 cubic yards of concrete and 450 tons of steel.

Many other permanent structures planned by the Exposition will be built of concrete. The California building at the east end of the bridge will be lower in height than the base of the bridge floor, will be built of reinforced concrete.

Concrete is being used in the construction of the sanitary and storm water sewer systems, as being the most economical material for this purpose.

The necessity for economy in construction of the Exposition is being met by the use of concrete as far as possible. In handling the materials for the mixture and the concrete after mixed, a system of chutes and elevators, supplemented by a hoist at a central point from which to pour the entire structure.

Automatic Methods Used

Auto trucks bring the sand, rock and cement to a dump bin on the end of the east abutment. Two chutes carry the sand and broken rock to separate bins in one structure at the base of the center pier. The cement is also stored here. The bins open by a gate at the base operated by a lever that raises the gate and carries the material to the proper amount of sand, rock and cement in a common hopper, which in turn dumps the material into a 36-inch mixer. The mixer being supplied from a pipe let into the mixer itself. The mixer dumps with a lever into a hoist or "skip" operated by the hoist with its load at the rate of 100 feet per second. The skip dumps automatically into a chute leading to the mixer. The chute falls into a sheet iron chute suspended on a half-inch cable, the chute leading to the mixer. The chute is where it is desired to dump the mixture.

Two men handle the material and mixer at the bottom of the scaffold. One man operates the hoisting machinery. One man attends the forebay at the top of the shaft. Tamperers attend the bottom of the shaft. A "batch" is dumped every two minutes. The segments of the cantilevers require hours of continuous pouring. The whole structure is probably the most spectacular piece of construction in California.

All of the work of designing and constructing the Exposition's many structures is being done by the Division of Works, Frank P. Allen, Jr., director of works. All construction work is being carried on by force accounts.

EXHIBIT DETAILS HOME LIFE IN THE SOUTHLAND

In the Tract Are Being Erected Typical Bungalow

Work on the Southern California counties' exhibit started in June, 1912, and has been continuous. The entire tract has been graded, underlaid with cement water pipe for irrigation purposes, surrounded by a pergola enclosing the entire field, which pergola is planned to climb over the exhibit vines. In the tract are being erected typical California bungalow homes, the whole section to form an exhibit of the home life of a Southern California planter.

The entrance to this exhibit is through a building erected by the counties at an expense of nearly \$30,000, which will contain every exhibit from every county that has no place in the demonstration farm itself.

Sailing ships are frequent visitors to San Diego, plying from the Hawaiian Islands and the Columbia river with its and lumber cargoes.

THE SAN DIEGO UNION, THURSDAY MORNING, JANUARY 1, 1914

Counties of California Show What Can Be Done

Magnificent Building Now Under Construction

WHAT CAN I do when I reach California? It is the question that nine out of every ten persons who are approached by Eastern traffic men, ask. The varying success with which this question is answered is the measure of the travel to California by persons who desire to better their condition and have the means with which to make the effort.

This apparently simple question, vital as it is, can be answered in many different ways. Chambers of Commerce throughout the state are sending booklets and pamphlets broadcast over the country and the world telling about the wonders and possibilities of this state. These publications are carefully prepared and attractively written. They contain the experience of the past and excite curiosity. This curiosity prompts inquiry, and the active secretary of the Chamber of Commerce to whom the inquiry comes, bombards the inquirer with more literature based on the experience of the past, with the present of illustration. Once in a long time—once in fifty cases—the inquirer learns that there is yet vacant land he may acquire. Once in a hundred times he learns of a particular piece of land he may acquire. Not once in a thousand times does he receive accurate, convincing argument that makes him know when he leaves his Eastern home, exactly where he is going in California, exactly what he will do when he gets there and exactly what it is going to cost him before he will be on a producing basis in his new home.

Missing Main Thing

In other words, there is no "catching" in California for the fine "pitching" being done back East. They are sending thousands of people annually and there is practically no real effort through the various commercial bodies to take care of them when they get here. A week of inquiry among new settlers in California will undeceive the most optimistic commercial secretary in the state that he is most invariably missing the main thing.

Not what has been done, but "what can I do?" is the thing that interests the intending settler. In order to show him what he can do, the San Diego Exposition has secured for an exhibit (a section of the Exposition itself) a series of model farms, buildings and orchards designed to show to the inquiring person every stage of the development of a home place in this state. A study of these farms will teach any man or woman who wants to live in California just what should be the course of his or her development of one, five, ten or a hundred acres of land; just what can be grown on it to best advantage, just what the cost of farming will be, just what it will look like when the work is done, and just what it will produce acre for acre in grain, small fruits, or orchard or garden. It will be impossible for an intelligent man to spend a week in that series of model farms without learning by the most convincing of methods, first sight and personal conviction, what California holds for him and his family. The same thing is true of the other lines of endeavor, manufactures and commerce, each will have its demonstration at the San Diego Exposition, but the most vital and the most valuable is the model farm.

Room For 20,000,000

California has room for 20,000,000 happy, prosperous people. It has room for 10,000,000 more forty-acre farms, and then there is more room. The farm is the thing. The farm is the basis of all real life and happiness. The farm in California is more nearly the ideal place on which to spend a life of usefulness and happiness than can be found elsewhere in the world.

It was natural, therefore, that the San Diego Exposition should make a special effort to show the farm life of this state. It was equally natural that no pains should be spared to do so.

Early in 1911 plans began to mature for this feature. It was not long after this that the seven southern counties of the state combined their resources and began to plan for the establishment of model farms at this Exposition, that should embody within their borders every type of agricultural industry contained in the broad expanse of the area of this portion of the state. It was a large task and the counties were at it early.

This farm—and it is not the only one—covers about twelve acres of the most accessible portion of the Exposition grounds. It is planned to show the fruits, deciduous fruits and berries, garden and pasture crops. Some of it is covered with buildings typical of the region and the use to which they are to be put. In addition to these are poultry yards and nurseries of a prospective California farm home. No expense has been spared in the production of this farm. Different soils have been brought from localities in the territory south of the mountain range that divides the state climatically, and placed in this farm. Native plants and flowers, native fruits and flowers and the culture of the citrus and deciduous fruit scientists are here.

Information Is Furnished

For example, a man from a farm or from a city back East, who desires to come to California to live, imagine this man on a visit to the San Diego Exposition in search of information as to what he can do for himself in California. Say that he wants to own a farm in this state and that he only needs convincing proof that he can get one, to make him move to California with his family.

The first place he visits in the model farm section is the great building that stands at the entrance to this section. In this building is every product and by-product possible in Southern California. He sees the result of every industry in this region spread around in profusion, and learns for the first time the almost everything possible back East is possible here and that many things impossible back East are easy for him to get. Passing through this building, his eye and mind are rested for a moment while he traverses a formal, ornamental garden that leads him to the farm itself.

First of the interesting things in this farm are the citrus trees in full bearing, golden oranges and ripening lemons on trees selected from thousands all over Southern California. The soils, the manner of irrigation, care and production in every detail are seen almost without explanation, though explanation is given him as he passes along through these delightful trees and their equally delightful looking crops. Delicious fruits—apples, peaches, plums, pears and all the berries—are also displayed in the same manner to him, the same careful attention to detail is followed here, so that by the time he passes through the orchard section he is filled with information

at first hand as to what he can do on a similar area of ground.

Prosperous California Farm

Then come the houses and other appurtenances of the farm, the barn yards, the chicken runs, the many little economical things that go to make up a prosperous whole on a California farm. It may take him a whole day to get his first impressions strengthened out. He may visit this farm two or three days, but he ends by obtaining a thorough knowledge of just what any man or woman can do on a farm in California, how he can do it, how long it will take him and how much money he will require to make it. He passes back through the building through which he entered, he will find on a huge wall of the main room an immense map of the seven counties on which is depicted the farm area of the whole region. The acreage now under cultivation and what it raises, are shown in one color. The acreage crop open for settlement and what is best suitable for that acreage is shown in another color. Water courses, roads, towns and cities are in their proper places. He can pick out any forty-acre piece in the whole of Southern California on this map and tell from the map exactly what kind of soil it contains, whether flat or hilly, whether it contains a water course or is dry, how far it is to water underground, how far to a stream, how much work he must do to bring water upon the land, and what it will cost, how far he must haul his supplies and his crops, where his market may be, every essential fact that he may want to acquire.

Map Carefully Prepared

This map has taken months to prepare. The most careful work has been done on it. The makers of this map proceeded on the theory that rather than have one map, unperfected, with consequent loss of his money and effort, this work should be done regardless of expense and should be so checked for accuracy that possibility of mistaken information from it is reduced to nothing. Having examined this map and taken his data from it, any man can get any conveyance he chooses and proceed to that piece of land he thinks he wants without further trouble or direction. He may take several locations and look them all up before he decides, but he will have been completely informed on every question a careful man asks before he can spend a cent on investigation on his own account.

"If John says," are three words that have served to bring conviction to millions of readers of one of the greatest pieces of prophecy and imagery ever written. "If John says," will in this modern age convince the most inquiring man or woman of the value of life in California. If it were possible to transport this exhibit to the cities of the East, the volume of travel to California would double ten times over. As far as Eastern people could make it double. There are millions of people in the United States, Canada and Europe who are only waiting for the use of their own mind that this is the place in all the world where they can live easiest and best, attain the highest culture and the most happiness. The problem is to convince them.

Section Exposition Itself

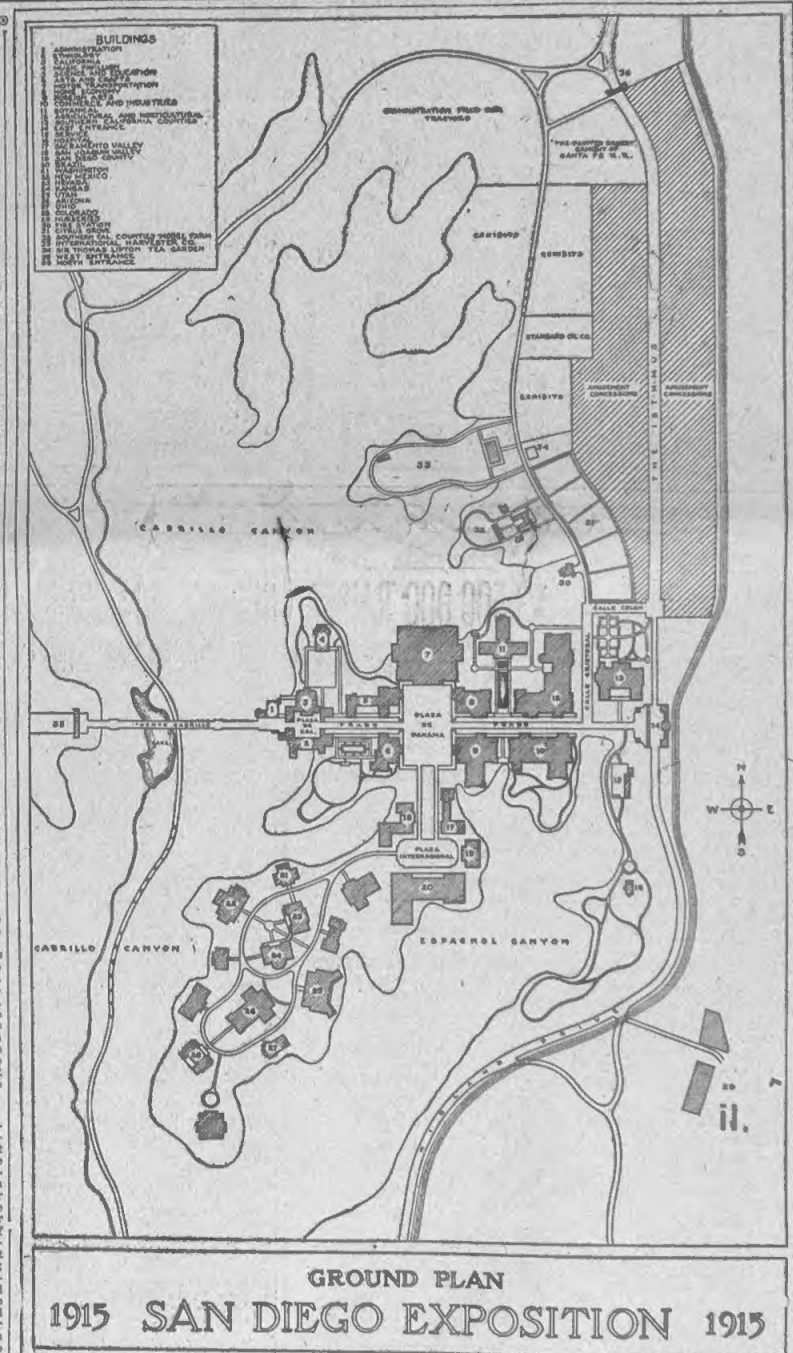
The projectors of the San Diego Exposition are spending millions of dollars to do this, but no money spent can return as much value as the model farm and its surrounding exhibits, a section not so wheat and corn, an exhibit that has never been shown at an exposition in the world's history, a section that has for its object the making of a man, and pointing the way to human happiness and betterment without respect to creed, nationality or condition; without respect to locality or to interest; simply a great, human, heartfelt and heartening showing of the way to the best place in the world for the children after having brought them up in the fear of God, in health, and as the Almighty intends the children of men should live.

WIRELESS ON A PLOW

A Philadelphia man has devised a receiver which he attaches to a plow in such a manner that when the plowshare is buried in the earth, and with telephone receivers at his ears, he can hear wireless messages as they pass over the air. The man is a parapsychic and is able to receive messages as they pass over the air. He is attached to a plow in such a manner that when the plowshare is buried in the earth, and with telephone receivers at his ears, he can hear wireless messages as they pass over the air. The man is a parapsychic and is able to receive messages as they pass over the air.

At Huntington Beach best growers are signing up acreage with the Holly Sugar Company for the coming season's campaign, but at reduction of about fifty cents a ton on the price paid last year.

Congressman Hayes has a bill in congress transferring certain federal lands to the state of California to enlarge the California redwood park near Santa Cruz.



VARIOUS KINDS OF "COIN"

A curious medium of exchange in Scotland not many years ago was silver nails. This is equalled by Switzerland, where eggs are still current coin. Eggs would be rather risky coin to deposit in the bank, for several reasons, but not so much in the time of our grandfathers. In the time of our grandfathers tobacco was used almost exclusively in Virginia instead of gold and silver. In Newfoundland dried codfish was at one time a great medium of exchange. It had the advantage of keeping indefinitely and it is said that the Newfoundland dried codfish was at one time a great medium of exchange. It had the advantage of keeping indefinitely and it is said that the Newfoundland dried codfish was at one time a great medium of exchange.

In savage lands they used more curious things as money. Salt circulated in Abyssinia; cubes of beeswax were the medium in Sumatra; cubes of the red stone of the East Indies and the Portuguese possessions the coin of the Pacific they depend on feathers, while in Madagascar the natives count their wealth in iron shovels. China has had varied forms of currency, not the least curious being the use of the slightly more expensive substance, rosin.

TO ADOPT A NEW TONGUE

The coming year Norway will celebrate the centennial anniversary of her emancipation from Denmark and the recovery of her independence as a separate kingdom with a constitution of her own, though united by dynastic ties with Sweden until 1906. It is proposed to signalize the national rejoicing in honor of the occasion by the adoption in due process of law of a new tongue as the official and national language of Norway, as explained in the January Popular Mechanics Magazine. About sixty years ago Ivar Aasen, philologist, patriot and scholar of Norway, constructed a language which he named "Landsmål," and embodied in his new book, "The Norwegian Language," the ancient Sagas, as well as the idioms and dialects of the remoter regions of the kingdom, where the peasantry

have clung through four centuries of Danish domination to the tongue spoken by their forebears in the days of the Vikings. Employing these and other materials and adapting them to modern requirements Aasen succeeded in evolving so melodious and poetic a language that the vast majority of his countrymen, commencing with the rural population, have accepted it for their own, and for their vernacular. Landsmål is phonetic, and is not so radically different from the printed Danish language that an educated Dane cannot make it out. Something of the sort has been accomplished in Finland, save that now an educated Finnlander must learn three languages, Finnish, Swedish and Russian, in order to keep abreast of the times in his own land.

The government experiment station near Indio has been enlarged by adding ten acres of additional land. In the Imperial valley the Pacific Telephone Company will, during the early spring, expend about \$25,000 in extension work. This is in addition to \$65,000 recently spent.

IRRIGATION EXHIBIT APPEALS TO EAST AND WEST

THE STATES of the West, in which are located some of the largest government " Carey act" and private irrigation projects in the world, in which are millions of acres of land awaiting the fruiting influence of the hand of the reclaimer, are particularly interested in the irrigation exhibit at the San Diego Exposition.

It is a well known truth that any amount of capital required is instantly ready for reclamation work in the great so-called arid west, where, after the preliminary work has been done—the water led to the land—a plausible plan for colonizing these lands is shown.

Well Defined Plan

Starting with a well defined plan to exploit the western states by means of the Panama-California Exposition, the men in charge of that project conceived the idea that a special appeal might be made to the west and westward by the National Irrigation congress in 1912 session, it was instantly accepted by that body and its officers were directed by resolution to take up the matter and prepare to cooperate in every possible manner. As an afterthought the congress passed a resolution demanding from the federal government an appropriation of a million dollars to help defray the expense of this exhibit.

Reclamation Section

The Exposition on its part, has allotted all the land requested for this exhibit and is ready to do its full share in co-operation in order that the reclamation section shall be the one and only great exhibit of the history, practice and future of irrigation that has ever been viewed by the single purpose in view of presenting all the arid states an opportunity to show particularly what is being done within their borders along this line—what lands yet await the settler, what methods are best adapted to cultivation of irrigated and reclaimed soil in their respective projects and how easy a way may be created in every part of our yet unappropriated areas.

To do this requires time and money, but available as far as the Exposition's part is concerned, and both are being expended for this purpose. The Exposition grounds, the total area of the great exhibit of the science and results of irrigation. From small ornamental flower gardens, to plains bearing hardy plants, arches, arched and citrus, farms in miniature, every conceivable variation of agriculture is to be shown at this Exposition, both indoors and outdoors and cover an area of approximately 250 acres.

STATE MINERAL OUTPUT \$95,000,000 FOR 1913

SACRAMENTO, Dec. 31.—The mineral output of California for 1913 will total \$95,000,000, according to a report announced today by F. McNutt Hamilton, state mineralogist. This is an increase of \$4,000,000 over 1912. The petroleum yield, which has strengthened its hold on first place, will show a production of 23,500,000 barrels, valued at \$33,500,000, an increase of \$1,500,000 over last year. The value of gold mined this year will aggregate \$20,000,000. The copper product is valued at \$5,500,000. The growth of the cement industry in the most striking development of the year. The value of the cement product will be \$8,000,000, an increase of \$3,000,000 more than 1912. Other important mineral products are valued as follows: Crushed rock and granite, \$6,000,000; brick, \$5,000,000; natural gas, \$1,200,000; borax, \$1,000,000; silver, \$800,000; quicksilver, \$750,000.

PRACTICALLY every important county in California has decided to make an exhibit at the San Diego Exposition, as well as at the San Francisco Exposition. Many of these counties have appropriated more funds for the exhibit at San Diego than for the other. Others have made opposite provisions, but none has refused to participate either in one exposition or the other.

Southern Counties First

First among the counties of the state to take a definite action was a group of southern counties, including Ventura, Los Angeles, Riverside, Orange, San Bernardino, Imperial and San Diego counties. This group organized an association with a delegate from each county on a Board of Expositions Commissioners, each entitled to one vote on all matters coming before the commission. An assessment on the assessed valuation of each county was agreed upon and each Board County Supervisor collected the assessment. This procedure raised a fund of \$310,000 in 1912 and 1913, and of this amount \$250,000 was devoted to the construction of a section exhibit building and a demonstration farm in which are to be shown the products of all the counties and the methods by which they are produced. Active work started early in 1912 and has been carried along with vigor since. The building was 60 per cent. completed in 1912 and the farm and farm buildings were 75 per cent. complete at the same time. This section will contain an epitome of the resources of the district known as Southern California and it will contain exhibits displaying the undeveloped resources and showing the unlimited opportunities that await the settler in the respective counties.

Active Campaign Waged

An active campaign has been carried on in the other counties of the state to secure participation at San Diego along the same lines. The counties were grouped on geographical lines and an effort has been made to secure the co-operation of the counties in these groups. Success has attended these efforts in the San Joaquin Valley group, embracing the counties between the Sierra Nevada and Coast Range south of San Joaquin and north of Kern counties, including all the counties of the Sacramento Valley group. These counties have made arrangement to devote about \$100,000 to an exhibit at San Diego. The exact amount, based on assessed valuation, for all the counties concerned is \$95,165. The counties in this group include the great grain, fruit and ranching producers and the oil producers of the state.

The Sacramento Valley group has been handled in the same manner. The counties included in this division being those north of San Joaquin and between the mountain ranges. These counties are finishing up organization and will devote about \$100,000 to their exhibit at San Diego. Almost all the counties are also making ready to install an exhibit, and Santa Clara has made an appropriation of \$25,000, ready to go to work. The group of counties that will best suit the entire number in that section of the state.

At Work on Plans

The Monterey Bay section embracing the counties south of Santa Clara and north of Santa Barbara, including the central coast counties, are working on their organization plans, and if carried out as is now the intention, this group will have funds about \$50,000 for the exhibit it wishes to install.

Trans-Sierra counties number three. Inyo has taken the lead in this section and it is possible this group may unite with the Southern California group, as the section is now tributary to Southern California. This group includes almost the smallest counties in the state considered from a pecuniary standpoint, but they make up with enterprise what they lack in size. Inyo, Mono and Alpine.

North of San Francisco Bay along the coast and included in the Coast Range of mountains is another group of counties that have not yet made definite plans for participation at either Exposition. These north of the Coast Range counties are among the richest in the state and it is hardly probable they will ignore the opportunity to be represented at either one Exposition or at both Expositions.

Total Approaches \$800,000

Taking the state appropriation for the California building and the amounts the different counties will expend at the San Diego Exposition, the total amount expended by the state of California in official participation approaches \$800,000, and it may be more before the year 1915 is over. Questions of money arising from time to time during the last two years that seemed impossible to settle and these questions have threatened at times to eliminate money from the participation at San Diego. By keeping everlastingly at it, showing all the time that the county under discussion had the greatest benefit to gain, practically all have been convinced of the necessity to exhibit at San Diego. The county sections will be among the most interesting of the whole Exposition.

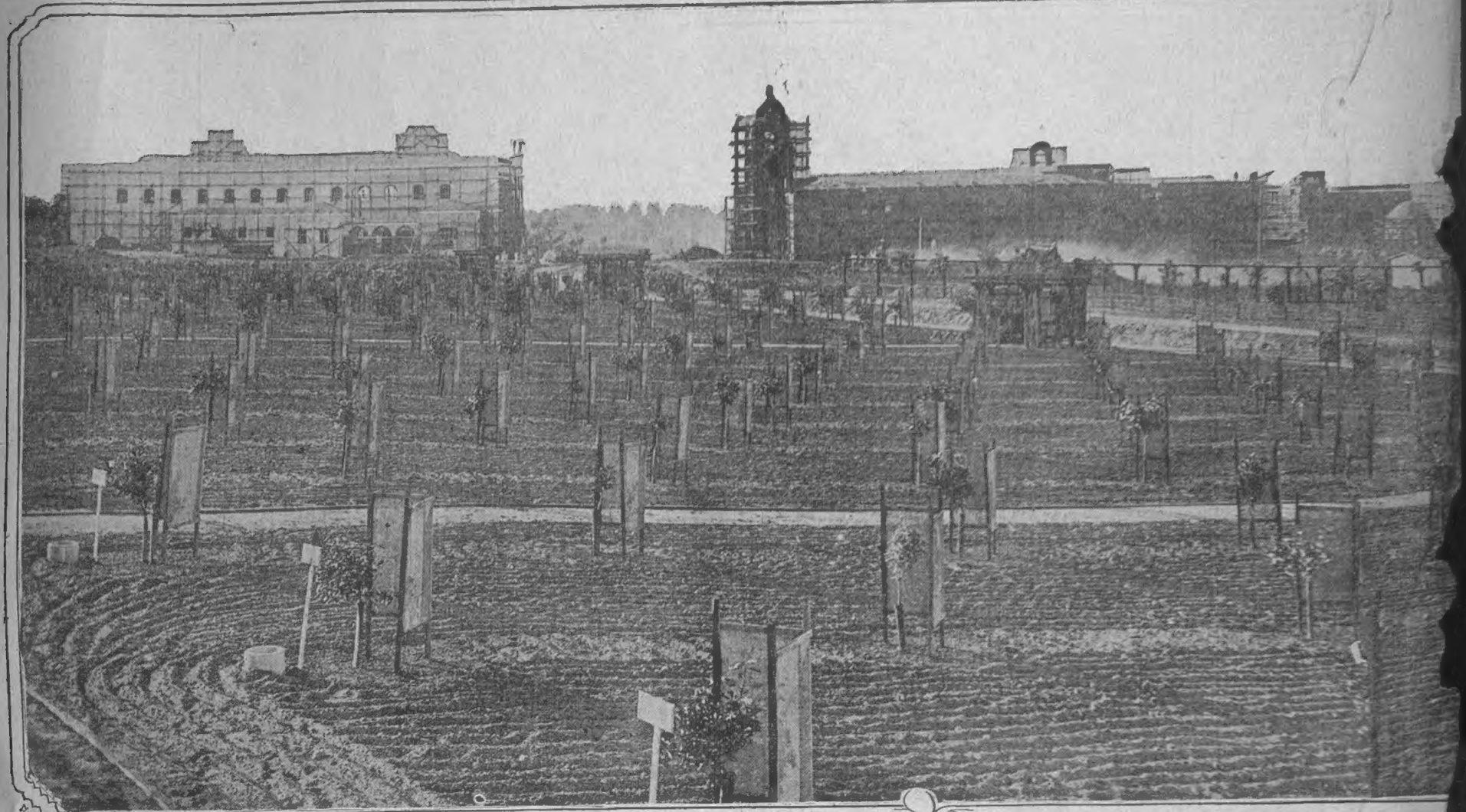
LOST IN LONDON

Carelessness seems to be a growing habit in London, for the report for 1912 of the commissioner of police just issued shows that the lost articles sent to Scotland Yard numbered 84,876, an increase of no fewer than 11,255 on the previous year. The articles included: Bags, 16,154; jewelry, 2338; opera glasses, 745; purses, 3423; umbrellas, 2002; watches, 365. Of these 36,865 articles, valued at \$200,250, were restored to their owners.

The Heber Co-operative Creamery Company in the Imperial valley is turning out 3000 pounds of butter a day, worth \$1000. The output of the whole valley is estimated at 17,000 pounds a day, 6,300,000 pounds a year, worth \$2,000,000.

The first bale of cotton ever pressed in the state of California has been turned out at Calexico, which entitles it to the sobriquet of Cotton City.

Panorama of San Diego Exposition Showing Building



Visitors Marvel at Vast Preparations for the Exposition

By Irvin G. Lewis.
Assistant Director Publicity.

ASK A hundred men in San Diego what they think of an Exposition, as a means toward building a city and ninety-nine of them will say, "The most powerful lever ever devised." Certainly the San Diego Exposition has proven the truth of this statement.

Visitors marvel at the feverish activity of the city and the vast preparations being made for the year-round Exposition it will hold in 1915. Probably not one in a dozen people realize the scope and extent of these preparations, and the sight of huge frames and great concrete structures under construction, men laying foundations for more, buildings going up in every portion of the city, municipal and private wharves under construction and the myriad activities of bustling, bustling city, surprise these visitors.

For thirty years San Diego tried in vain to make the people of the United States see that here is a location for one of the greatest maritime cities on the continent; that here is the most favorable climate in the United States for everything that makes life pleasurable; that here is an empire easily able to support 2,000,000 people in health, wealth and happiness. In one bound, as it were, the Exposition caught the imagination of the country and San Diego has been in the limelight ever since.

Benefits Are Obvious
Some of the substantial benefits that have come to San Diego by reason of this are obvious. Others are no less certain when consideration is given the subject. One of the first good things the Exposition brought to this city was unity of purpose. Every citizen and faction disappeared and the Exposition project was brought forward. Every private and public jealousy was wiped away when it became necessary for San Diego to put forth her utmost effort to hold on to her idea, threatened as it was by the great city of San Francisco, jealous of the opportunity San Diego was first to see. This great accomplishment alone was worth the price paid for it at that time, a cold million dollars that was raised for exposition purposes in one of the most enthusiastic campaigns ever carried on in California. Envy and jealousy gave way to union of purpose and effort; team work became the fetish of every man in the city. None could find a citizen of San Diego so poor in spirit that he would deny the city and its magnificent future. True, some disagreed with the exposition plan, and yet, but it is sufficient to say that it is almost certain these few will disagree with the Angel Gabriel when they meet him—as meet him they must.

Reputation For Progress
The next thing San Diego gained through her Exposition project was a reputation abroad as a city of progress and daring. For a town of 25,000 to plan an exposition of the scope hers will cover, at that time, was simply audacity, and a derisive howl went up from greater, older cities that had ambitions of their own. They didn't know the number of San Diego. They didn't know that derision was the very thing she needed to spur her to an effort that has never been equaled by a city of her size in the history of cities. She replied by holding an election at which she mortgaged her future for another million, making \$2,000,000 raised in less than six months to show her envious critics that she was in deadly earnest, that she believed she had a future and was willing to stake her civic life on it. Thus she gained again in two ways. She convinced the skeptical that she had merit in her project, and she gained funds with which to create in her very center a dream land, a great, beautiful park in a barren waste.

Gains in Population
It was only a short time after this that she began to gain in population. People who had heard vaguely of her began to inquire about her. Looking for positive information they came in person to see. They saw and were conquered and they remained. Every man and woman and child has a friend, or many friends as the case may be. Happily located, the new citizens wrote home and more people came. More came and all the time old San Diego saw more and more that in the Exposition project they had at last found the lever that was to force the gate to prosperity and future greatness. She now has between 90,000 and 100,000 people.

Added population added requirements to the civic organization. Sky-scrapers began to appear. As fast as completed they were occupied. More were planned and occupied. Homes began to be in demand and great building companies have worked with feverish energy to supply this demand. The city grew in extent so fast that a whole district in the eastern portion was built up before it occurred to the civic officials that this district was not yet incorporated in the city proper. Steamers from far-away ports began to appear in the harbor. A great lumber fleet turned its prow toward this harbor and the crews of many vessels now make this a home port.

Great Hotel Completed
The demand for adequate temporary quarters for the hundreds of men and women who were pouring into the city compelled the completion of a great hotel, one of the greatest in the United States. The demand for reverses that would have caused any other city to abandon the project and throw up the sponge, the project went forward. Its activities spread throughout the world. The magic of enthusiasm cannot be killed. San Diego has become so enthusiastic that people in far-away cities smiled and scoffed and said it couldn't last, and wouldn't last, but would, like the proverbial rooster, carry the city skyward with a great show of fire to drop it in darkness and gloom. But it didn't. San Diego's prosperity kept coming, kept increasing and people kept coming, kept staying after they had come. The more they came the more San Diego redoubled her efforts. "Publicity, publicity, always publicity," was her cry. To tell the world what she has and what she will become an obsession. Every citizen that traveled throughout the United States and the world recounted the wonders of San Diego and the Exposition project, a means to an end, a motif, a tune to which the world was set, a vehicle to carry the message—a message that, by the grace of the enthusiastic unity of purpose of San Diego citizens, has been heard around the world.

OFFICERS, 1913, PANAMA-CALIFORNIA EXPOSITION

President— D. C. Collier.	Secretary— H. J. Penfold.
First Vice-President— J. D. Spreckels.	Director General— H. O. Davis.
Second Vice-President— G. A. Davidson.	Treasurer— F. W. Jackson.
Third Vice-President— L. S. McLure.	Director of Publicity— Winfield Hogaboom.
Fourth Vice-President— George Burnham.	Director of Works— Frank P. Allen, Jr.

EXECUTIVE COMMITTEE, 1913, PANAMA-CALIFORNIA EXPOSITION

Davidson, G. A. Chairman, Southern Trust and Savings Bank.	Jones, H. H., Gas Company.
Allen, R. C., Bonita, Cal.	Goodwin, P. H., Gordon-Goodwin Co.
Belcher, F. J., Jr., First National Bank.	Sloane, W. A., Judge, Court House.
Collier, D. C., D. C. Collier Co.	

DIRECTORS, 1913, PANAMA-CALIFORNIA EXPOSITION

Allen, R. C., Bonita, Cal.	Goodwin, P. H., Gordon-Goodwin Co.
Barrow, Lucius R., San Diego Union.	Irwin, I. L., Citizens' Savings Bank.
Belcher, F. J., Jr., First National Bank.	Jackson, F. W., First National Bank.
Blochman, L. A., Blochman Banking Co.	Jones, H. H., S. D. Cons. Gas & Elec. Co.
Burnham, George, San Diego Securities Co.	Ludington, W. F., 234 Spreckels Bldg.
Clayton, William, Spreckels Co.	Marston, Arthur H., Marston Co.
Collier, D. C., Collier Co.	McLure, L. S., Masonic Temple.
Davidson, G. A., So. Trust & Savings Bank.	Sefton, J. W., Jr., San Diego Savings Bank.
Fox, C. W., 1310 D street.	Sloane, W. A., Court House.
Garrettson, D. F., First National Bank.	Spreckels, John D., Spreckels Co.
Williams, C. L., American National Bank.	

may, until today no city in the United States can show the percentage of increase obtained in San Diego.

Goos Steadily Forward
All this time the Exposition project was going steadily forward. In spite of reverses that would have caused any other city to abandon the project and throw up the sponge, the project went forward. Its activities spread throughout the world. The magic of enthusiasm cannot be killed. San Diego has become so enthusiastic that people in far-away cities smiled and scoffed and said it couldn't last, and wouldn't last, but would, like the proverbial rooster, carry the city skyward with a great show of fire to drop it in darkness and gloom. But it didn't. San Diego's prosperity kept coming, kept increasing and people kept coming, kept staying after they had come. The more they came the more San Diego redoubled her efforts. "Publicity, publicity, always publicity," was her cry. To tell the world what she has and what she will become an obsession. Every citizen that traveled throughout the United States and the world recounted the wonders of San Diego and the Exposition project, a means to an end, a motif, a tune to which the world was set, a vehicle to carry the message—a message that, by the grace of the enthusiastic unity of purpose of San Diego citizens, has been heard around the world.

States. She has been compelled to extend her credit as no other city of her size in the United States has ever been called upon to do. Her Exposition project is only one of the many things she is carrying forward. While the cost of this one feature runs close to \$5,000,000, San Diego is spending three times that much by reason of the Exposition and the expansion it has brought to the city and harbor.

Men Furnished Employment
If it had done nothing else, the city has furnished between 2400 and 5000 men with constant employment for three years. As many more have been employed in the projects created and made necessary by reason of the Exposition. As many more have found work in the new business projects that have come to San Diego since the Exposition started. As many more are busy with different small projects scattered throughout the city and county as a result of the Exposition project and the growth it has forced upon the city.

There is no end to the benefits the Exposition has brought when the financial side is considered. Property, real and personal, in San Diego has risen from a few dollars, or a few hundreds of dollars, to thousands, even millions, in value. Great transportation lines are looking each other for a share of her business. They are happy these days to carry the gospel of San Diego far and wide and to compete for a share of the traffic coming to her gates. Though they neglected her for a quarter of a century she has become so great in potential influence that she is now considered in every plan for the extension of land and ocean traffic lines on the Pacific coast, and the near future is too near for some of them.

Last Wealth-Producing Area
Fortunate in her citizenship, San Diego today looks to the future with optimism and unshakable eye. She sees herself—thanks to her unity of purpose and her natural advantages this unity of purpose will exploit—the center of a vast wealth-producing territory, the gateway through which vast commerce and great numbers of people must pass to the hinterland and to the world. She sees herself a center of wealth and culture second to none on the Pacific coast and to few in the United States, and she fondly believes the statement of her most prominent and progressive citizen, that she will be first of all the cities of the Pacific coast to hold in her corporate limits a million inhabitants.

The question as to what permanent improvement is left by an Exposition is answered by San Diego. It will leave her a world famous park and a world famous gathering place, with courts and buildings of enduring material—reinforced concrete—and great halls for museums, art galleries and meeting places, set in a system of park ways as beautiful as could be devised, on a site that is conceded to be one of the most commanding and inspiring in the whole world.

Ground Is Broken
Ground was first broken for work July 19, 1911, and the grading was finished a year later. A great plant yard was established in 1911 and now contains millions of trees, ferns and vines for decorating the grounds, parkways and buildings. Visitors see great trees being hoisted over the sides of the huge viaduct to the slopes below for planting in holes already prepared; trees that will never be cut or moved again. Surrounding the administration building in the steel and lumber yard is stored the great quantity of steel rods for use in the concrete bridge across Canyon, and the lumber for the buildings. The bridge is 800 feet long, complete structure is the best of its kind, now about 60 per cent complete, which no human hand

touches either sand, cement or stone, all being done automatically by electric power from one central point.

Twelve buildings are now under construction or complete. These in order of completion, are: Administration, occupied April 1, 1912; Hospital, occupied June, 1912; various service buildings occupied at different dates and not included as main buildings. Of these 75 per cent, or over complete are: Home Economy, Arts and Crafts, Science and Education. These 50 per cent or over complete are: Agricultural, Counties, Arts and Crafts. These 25 per cent or over complete are: Foreign Arts, Commerce and Industries, California State building. These 10 per cent or over complete are: Commerce and Industries, Botanical and Pavilion of Music. The great bridge is about 60 per cent complete. Construction is ninety days ahead of schedule laid out two years ago.

Spectacular in Construction
The great bridge is probably the most spectacular piece of construction going forward in California today. It seems to swing out from the abutments to a dizzy height, and will, when completed, last for all time. Thousands of tons of steel, cement, stone and sand are being placed in it as fast as modern methods can place them. The bridge connects the very heart of the city with the heart of the Exposition and City park grounds, and is a monumental structure. When the California State building is finished it will be connected with the bridge and the two will form one architectural composition nearly 1200 feet long and over 315 feet high, the top of the tower of the State building lifting its dome over 500 feet above the sea and radiating a light visible to mariners over 100 miles over the ocean, north, south and west.

Regarding the methods employed by the director of works, Frank P. Allen, Jr., it may be said in passing that he has adapted to the construction of frame buildings the methods used for steel construction, and the result is little short of marvelous in results and economy. The construction of frame buildings is naturally of the true order as large, unobstructed floor space is required. Steel construction methods are the ground, cut, fitted and bolted together, and a large electric crane swings them into place above, where they are easily and quickly bolted.

President Collier believes that the world has tired of the antiquated and obsolete method of exhibiting "products" as such. He believes these methods teach the beholder practically nothing beyond the fact that man's transportation facilities are adequate to the task of collecting them, and he means ample to defray the expense; otherwise there is nothing to be learned from such exhibits.

Exhibition of Processes
In searching for a theme for the San Diego Exposition which would teach the visitor something worth knowing, and, therefore, leave a lasting impression, President Collier devised the plan of presenting a synopsis of man's evolution through a demonstration of the myriad processes creating our present civilization and embodying the history of Man. It was a brilliant conception, and its great merits have been recognized by the countries of the world in that a great many more than were expected to do so, have arranged to become participants in the San Diego celebration of the opening of the Panama canal. Under the plan of President Collier, products will be seen as adjuncts to the exhibition of processes which call them into being.

After San Diego had sent her invitations to the various states of the Union, and to foreign countries, and these had responded in so much greater number than was at first thought possible, it was found necessary to greatly enlarge the scope of the Exposition. To this end the city has an additional bond issue, making two third million dollars raised for expenditure purposes by the city of San Diego alone.

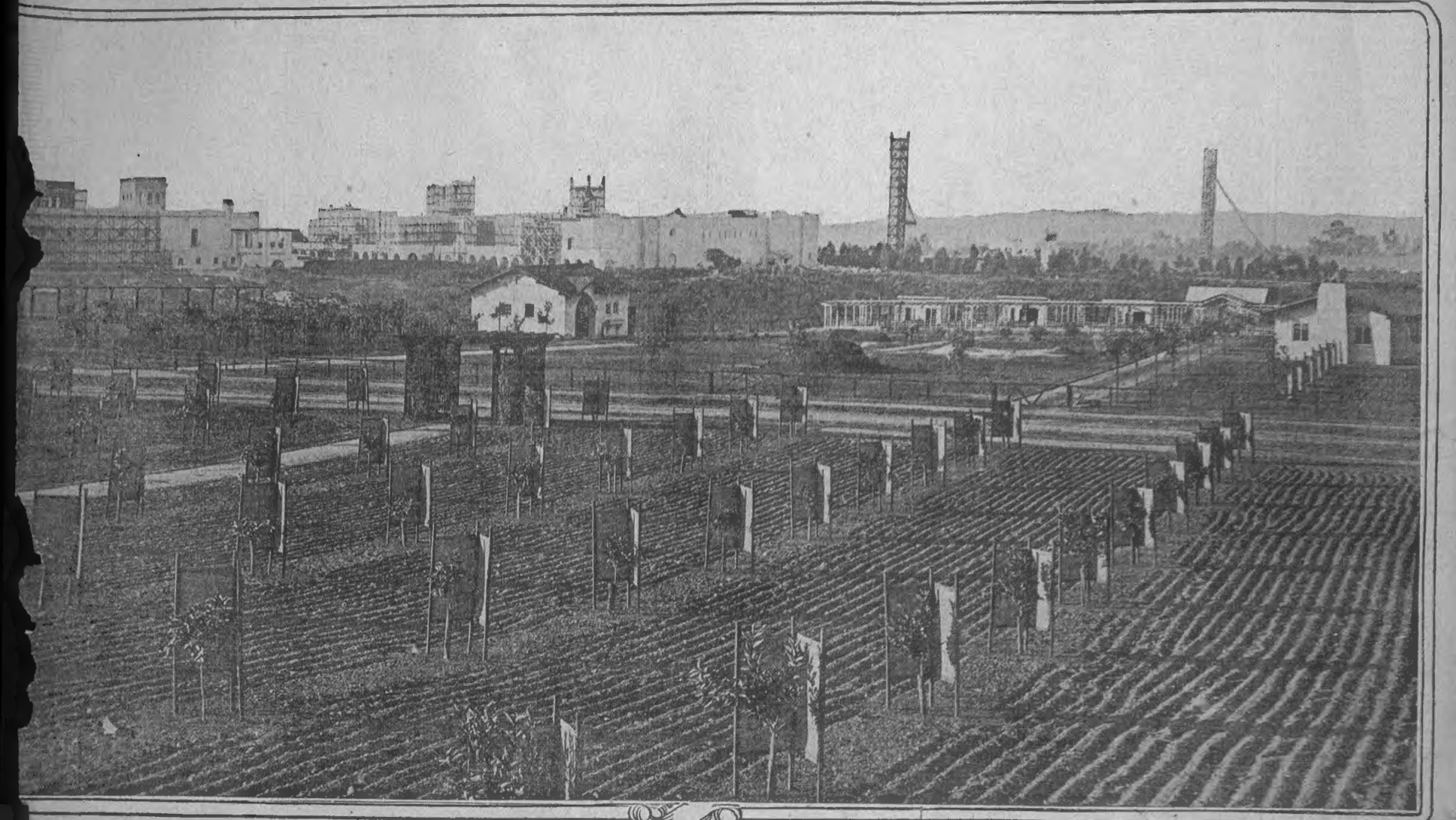
States to Exhibit
Nine states are to exhibit here and have made their appropriations of funds for the purpose, and five others are taking active steps to be ready on time. Added to these are the state and counties of California itself, which were quick to grasp the opportunity, the seven southern states being the first to start actual work on the grounds. There are seven countries of Latin America that have accepted the invitation to participate here, and negotiations are pending in five others. Many of the large industrial concerns in the country are coming, and the railroads will have a series of separate buildings. The Smithsonian Institute and the National Museum are co-operating with the Division of Exhibits to display exhibits of ethnology and archaeology from all over the world, and Congressman Kettner will introduce a bill authorizing the departments of the government to place their exhibits here, as well as at San Francisco.

Reclaimers Are Interested
The greatest exposition in the history of irrigation and the progress of reclamation methods ever gathered together, an active interest, is to be held here. The states of the West, in which are located some of the largest government, "Carey Act" and private irrigation projects in the world, in which are millions of acres of land awaiting the fruitfulness of the influence of the hand of the reclaimer, are particularly interested in this exhibit.

It is a well known truth that any amount of capital required is instantly ready for reclamation work in the great, so-called arid West, after the preliminary work has been done—the water led to the land, a plausible plan for colonizing these lands is shown. The thing the only thing that has held back the development of the vacant lands in these states, particularly the northwestern states, by the practical location of farmers upon these lands, is the absence of any well devised movement to bring to the attention of the land-hungry men and women of the country the advantages of these reclamation projects and the lands they have reclaimed.

Plan Well Defined
Starting with a well defined plan to exploit the western states by means of the Panama-California Exposition, the men in charge of that project conceived the idea that a special appeal might be made to the men and women of the East and Middle West who are anxious to come to the West, where cheap new land, certain of scientific application of life-giving water to those lands, and the possibilities of new markets combined to attract them. This idea developed until it became an obsession, and when laid before the National Irrigation Congress in 1912 session, it was instantly adopted by that body. Its officers were directed by resolution to take up the matter and prepare to co-operate in every possible manner. As an afterthought the Congress passed a resolution demanding from the federal government an appropriation of a million dollars to

ings on Prado on Which Work Began March 1913



San Diego's Fair Finds Favor With Citizens Of the Great West

help defray the expense of this exhibit.

The Exposition, on its part, has prepared to allot all the land necessary for this exhibit and to do its full share in co-operation, in order that the reclamation section shall be the one and only great exhibit of the history, practice and future of irrigation that has ever been assembled, with the single purpose in view of affording all the aid and assistance an opportunity to show particularly what is being done in their borders along this line, what lands yet await the settler, what methods are best adapted to cultivation of irrigated and reclaimed soil in their respective projects, and how easily a new farm may be created in every part of their yet unappropriated areas.

Big Scientific Exhibit

To do this requires time and money. Both are available, as far as the Exposition is concerned, and both are being expended with a careful hand. The Exposition grounds—the whole area—will be one great exhibit of the science and results of irrigation. From small ornamental flower gardens to plains bearing native plants, orchards, deciduous and citrus farms in miniature, every conceivable variation of agriculture is to be shown at this exposition, both indoors and out, though most of it will be outdoors and cover an area of approximately 350 acres.

The word "reclamation" is a very broad term, and applies to every part of the work of creating a farm, either from arid or swampy land. Included in its scope is conservation of resources, development of water sheds, use of forests, drainage of swamps, everything that enters into the reclamation of land and subjection of it to the plow of the farmer and the sower of the city builder. It is easy then to see what interest the states west of the one hundredth meridian may have in the exhibit and in this exposition.

Gigantic Reclamation Projects

To begin with, in every one of these states are gigantic reclamation projects being installed and operated by the government through the Interior Department and the reclamation service. In each are numerous irrigation and reclamation projects installed by associations under the provisions of the Carey act, and in each are private and corporate reclamation projects that serve associations of farmers or citizens with water either for irrigation of farms, use in cities and towns, or both. No state west of the Missouri river escapes the category of those vitally interested in calling attention to its vacant lands and its reclaimed areas waiting the hand of the intelligent, industrious tiller of the soil, the town builder and the civic improver.

In certain portions of the West the greater part of the available lands have been held in huge grants obtained before the advent of the government to the fact that there is not enough vacant unowned land to go around. In many of these states a system of land legislation has compelled the breaking up of these great grants into smaller units and in many instances into small farms. These small farm units are variable in size from one to forty acres each, and this sep-

aration and division has called into operation a system of intensive farming both attractive and profitable.

Acres Supports Family

In every state of the great West it has been demonstrated that one acre of land under intensive cultivation will support a family. To this broad general statement may be added another: No living man knows precisely how much one acre of land will produce. These two statements are true in every state in the republic.

The wide range of crops, forage, grain, fruit and vegetables possible in every state of the great West makes of this region one especially attractive to the men and women of the East and Middle West. So true is this that every well conducted campaign having for its object the attraction of settlers to a newly reclaimed section of land in any state of the West, has succeeded admirably in bringing hundreds and thousands of settlers to the particular section exploited for settlement. It needs no effort of memory to recall the feverish efforts of hundreds and thousands of would-be settlers to take up farms in areas thrown open by the government for appropriation under the homestead drawing system used by the government to appropriate farms on ex-Indian reservations in the Northwest and Southwest. Every time the government has thrown open one of these reservations to settlement there has been a surplus of appropriators for the acreage freed to settlement. The same thing is true in the development of reclamation projects both governmental and private.

Prepare For Settlement

In every state there are such areas now being prepared for settlement. Each of these may be shown in the irrigation section of the San Diego Exposition and shown in such a way, and to such thousands of eager men and women, that their settlement will immediately follow.

The San Diego Exposition is to be an exposition of opportunities as they exist today in every state of the great West. Every effort of the Exposition is directed to this end. Every exhibit, other than the reclamation exhibit, is designed to support this effort. Whether it be dry farming, catfish raising, or any other of the numerous phases of farm and town building, all exhibits and all plans for exhibits are directed singly toward this end, to show in one great field of light, reflected from the white walls of the Exposition City. At mid-day, a year later, when the lights of the fair are turned out, and the weary of the city he loves so well, the sacrifices he has recorded to the unity of purpose displayed by himself and his fellow citizens, will be reflected in the white walls of the Exposition City. At mid-day, a year later, when the lights of the fair are turned out, and the weary of the city he loves so well, the sacrifices he has recorded to the unity of purpose displayed by himself and his fellow citizens, will be reflected in the white walls of the Exposition City.

Plan Catches People

It is therefore no wonder that the San Diego Exposition and its plan has caught the imagination of the people of every state of the great West. In each are vast areas awaiting the plow and the sower, touched. In all are potential markets that are to become greater than all existing markets.

The San Diego Exposition, located as it is, will attract thousands of

homeowners in addition to the thousands of idle idlers. It will be the first place on the Pacific coast north of the Panama canal where thousands of ship-weary immigrants may step ashore. It will be the first place where they may see and feel the resources of the West, to which their eyes have been turned so long. It is the place where such an Exposition and such a great showing of these resources should be made. The states west of the Rocky mountains may easily support a population of 50,000,000 people. There will be as soon as their manifold resources can be brought to the attention of the world. There is no place in the world, and there never has been a place, where these advantages may be so graphically displayed to so many people at such little expenditure of labor, time and money, as at the San Diego Exposition.

Reasons For Fair

For these reasons the San Diego Exposition is being built. To every state requiring more settlers, more capital, more men and women to help in the great work of developing the enormous resources that make of the Western states a potential empire, the San Diego Exposition offers this opportunity without restriction, without conditions and without cost. It will go to the aid of a great part, in making of the states of the great West a garden, a territory that in future years shall exhibit the wonder and admiration of the world by its fertility, productivity, wealth, happiness and influence on the civilization of America.

Enough exhibits have already been secured to make good on all promises of the Exposition, but there will be no rest until every conceivable exhibit that will go to make a complete exposition of the history and achievement of the human race in America is secured, including the great government exhibit, the exhibit of the United States, the exhibit of the states, the exhibit of the cities, the exhibit of the towns, the exhibit of the farms, the exhibit of the ranches, the exhibit of the mines, the exhibit of the forests, the exhibit of the rivers, the exhibit of the mountains, the exhibit of the plains, the exhibit of the deserts, the exhibit of the coast, the exhibit of the islands, the exhibit of the archipelago, the exhibit of the world.

Daily Attendance 20,000

In the matter of attendance, estimates made by railroad officials and others give evidence of a daily attendance of upwards of 20,000 people throughout the entire year of 1915. San Diego believes that these estimates are conservative and that the number of people who will pass through the gates of the Exposition, if not more.

No citizen of San Diego, no man or woman who lives in the city, in the building and promotion of her Exposition, who has helped furnish the San Diego and her Exposition, who has paid the taxes and the interest on the bonds voted for civic improvement, will escape a thrill of pride and satisfaction when, at mid-day, a year later, when the lights of the fair are turned out, and the weary of the city he loves so well, the sacrifices he has recorded to the unity of purpose displayed by himself and his fellow citizens, will be reflected in the white walls of the Exposition City. At mid-day, a year later, when the lights of the fair are turned out, and the weary of the city he loves so well, the sacrifices he has recorded to the unity of purpose displayed by himself and his fellow citizens, will be reflected in the white walls of the Exposition City.

San Diego will have a monument after its Exposition is over, second to none in the world, a monument to her sagacity, enterprise and magnificence.

STATE SOCIETIES AID IN COMMUNITY'S DEVELOPMENT

Federation Serves to Promote Sociability, Fraternalism and Good Fellowship; Organization of Former Residents in Other States Has Membership of 10,000; Takes Active Part in All Publicity Work of City and Exposition; San Diego Clubs to Be Formed in Eastern States

THE Federation of State Societies was organized May 11, 1911. It represents nearly every state in the Union. The object was to obtain useful information for the benefit of all state societies in Southern California, to enable them to better meet the purpose for which they were formed; to promote sociability, good fellowship, fraternity, patriotism and good government; and to advance the interests of the section of the state in which they are located; to keep alive and preserve the tender memories, the ties and fellowship of the old home state and make it the personal duty of the members to let friends at home know how good the things they are missing by not coming to San Diego now.

The Federation is really a congress of all societies, as five delegates representing each society meet once a month and discuss all matters of public concern regarding the welfare of the city and Exposition. All matters are in turn discussed by each society as the delegates make a report, and each society has the chance to endorse any action or proposition which is of advantage to the city or state societies.

The state societies have a membership of 10,000 of the most progressive citizens of the city, which is the voice of about one-ninth of the population of San Diego at the present time, and population is becoming a recognized important factor in all public movements.

The success of the two postal card days that were the means of so wide-spread advertising San Diego and the Exposition, is due to the live work of the Federation with the aid of the state societies.

The late bond issue of \$550,000 for the further improvement of the park for the Exposition never would have been voted by the city almost unanimously had it not been for the work of the state societies and their members, in the publicity of the city and Exposition.

One of their most recent movements is to arrange all societies into

committees according to counties, each county committee sending out circulars and individual letters, describing the Exposition, and stating plans of the state societies during Exposition year. In addition, very attractive two-page letter stationery made up partly of descriptive and scenic matter will be used by all members of these societies in their business and social correspondence, and one can readily see how widely San Diego and its Exposition will soon become known to almost every individual in the land, and in the cities and homes of the foreign countries wherever these letters penetrate.

"Newspaper Day" was the outcome of a Federation movement, and with the aid of 200 women of the state societies 48,000 papers were sold and mailed, thus giving San Diego, its back country and the Exposition, the greatest publicity it has so far received.

The state societies will give the visitor the grand hand in 1915. When he arrives in San Diego he is requested to go to Federation headquarters, or whatever society he represents the state he has just left and he will find a list of members, each one of whom will co-operate to see that each visitor to the Exposition receives every courtesy and attention.

It is the desire of the Federation that San Diego Exposition clubs be formed in all eastern and provincial cities, town and communities where who expect to visit the Exposition here in 1915. If these clubs will communicate with their particular state society, all important letters and so on, they will be glad to begin to co-operate with their state societies.

The Federation headquarters will be at the Mission Tavern, Eighth and Broadway, which is a most beautiful structure of Mission architecture. Each state society will have a special information office in this building, where all visitors in 1915 will be received, welcomed and given all necessary information regarding the city and the Exposition.

Directory of Federation

The Federation office is 612 Spreckels Building.

4953; Alice G. Montgomery, assistant secretary, Ohio, 612 Spreckels building, telephone, Main 612; George T. Rogers, treasurer, Colorado, City Hall, telephone, Home 1929.

Executive Committee—George C. Smith, chairman, Main 612; H. B. Coffield, F. T. Marshall.

State Societies

Arizona—E. P. Reicker, president, 601 Spreckels building; Main 3721; Wm. K. Maul, secretary, 2136 Lincoln avenue; Main 3721.

California—D. E. Shaffer, president, 2340 Sixth street; Main 2242; Miss Orra, Mott, secretary, 1425 Thirtieth street; Main 2456.

Colorado—S. E. Sackett, president, 320 Granger building; Home 2622; George T. Rogers, secretary, City Hall; Home 2329.

Connecticut—Clarence Beers, president, 322 Julian avenue; E. R. Adams, secretary, Court House; Main 389.

Idaho—E. S. Jewell, president, 2253 C street; Main 2618; H. J. Riley, secretary, 1025 Fourth street; Main 1102.

Illinois—H. B. Coffield, 326 Spreckels building; Home 4784; Mrs. Maud Logan, secretary, Box 526.

Indiana—E. R. Hendon, president, 2457 Capitol avenue; Main 1532; Mrs. C. N. Tolbert, secretary, 4325 Juniper street; Main president, 516

Iowa—M. L. Ward, president, 516 Granger building; Main 415; H. C. Gardner, secretary, 504 Granger building; Main 220.

Kansas—Fred E. Lindley, president, 531 Union building; Main 1875; John Z. Martin, secretary, 1235 Fifth street; Main 1102.

Kentucky—J. M. Chatterton, president, 404 Union building; Main 423; J. Barclay Clary, secretary, 762 Fifth street; Main 1102.

Maine—Charles G. Briggs, president, 426 Spreckels building; Main 1172; E. F. Brooks, secretary, 1461 Logan avenue; Main 3066-M.

Massachusetts—Charles E. Dow, president, 1322 C street; Home 1875; R. H. Mitchell, secretary, 715 W. street.

Michigan—J. R. Bowditch, president, 1020 Fourth street; Main 168; Dr. Frank J. Dingeman, secretary, 371 Spreckels building.

Missouri—C. E. Burch, president, 555 Fifth street; Main 4212; P. S. Brown, secretary, National City, Cal. 549 Fifth street; Main 208; W. C. Whitman, secretary, Cor. Sixth and B streets; Home 1632.

Montana—Sherwood Wheaton, president, 4105 Park avenue; Home 3120; C. J. Brackett, secretary, 1044 Second street; Home 1926.

Nebraska—Robert Lynn, president, 408 A street; Main 2223-R; Laura J. Easterdy, Pacific Beach, Cal.

New England—Edwin T. Banning, president, 341 Sixth street; Main 3824; Edgar I. Kendall, secretary, 1135 Broadway; Main 1632.

New Jersey—Nathaniel McHorney, president, 4074 Sussex avenue, East San Diego; Mrs. Lou Reed Middlebrook, secretary, 2744 Columbia street; Home 2528.

New York—P. H. Hambley, president, 1570 Fourth street; Main 135; Allen H. Wright, secretary, City Clerk's office; Main 26.

North Dakota—M. O. Hall, president, 3220 Thirtieth street; Hillcrest 833; F. E. Graves, secretary, 415 Owl Drug building; Main 2873.

Ohio—George C. Smith, president, 612 Spreckels building; Main 612; W. B. Miksell, secretary, 302 Union building; Home 1418.

Oklahoma—E. L. Hotchkiss, president, 211 Union building; Main 278; Fred E. Lindley, secretary, Kansas, 531 Union building, telephone, Main 1148.

Oregon—Clark Braly, president, 3704 Second street; Home 3054; Dr.

Alfred Hyatt, secretary, 216 American Nat'l Bank Bldg.; Home 1552.

Pennsylvania—John L. Blackiston, president, East San Diego; E. T. Marshall, secretary, 1129 C street; Main 2924.

South Dakota—W. D. Craig, president, 926 Seventh street; Main 1863; G. W. Mosher, secretary, 1521 Twentieth street; Main 2242.

Texas—Charles F. O'Neal, president, 1429 Broadway; Main 256; F. L. Downs, secretary, 1141 Broadway; Main 446.

Utah—Mrs. R. G. Seville, president, 2221 Twenty-ninth street; Hillcrest 589.

Vermont—Ira J. Gray, president, 2603 Broadway; Main 4172; Miss Louise Lind, secretary, 4406 Texas street; Hillcrest 2104-J-1.

Virginia—Robert G. Slaughter, president, 1109 Broadway; Main 144; Mrs. K. P. Wyatt, secretary, 2033 State street; Home 1262.

Washington—M. S. Edgerton, president, 4128 Arctic street; Miss Aneta A. Dunning, R. F. D. No. 3, Box 322-B.

Wisconsin—F. J. Haven, president; Guy O. Glazier, secretary, State and Broadway; Main 606.

British Social Society—W. G. Daniels, president, 3521 Broadway; G. A. Peake, secretary, 1531 First street.

Cambrian Society—Evan W. Evans, president, 1109 Broadway; Hillcrest 346; David T. Morgan, 1023 Third street; Home 4731.

Scottish Social Club—Peter McLean, president, 298 Colton avenue; Main 389-W; Miss Emma Yeasay, secretary, 1344 National avenue; Main 1230.

CALIFORNIA ALTITUDES SHOWN BY SURVEY

Incidental to its topographic mapping in the state of California, the United States Geological Survey has placed bench marks showing altitudes at more than 4000 datum points. These points vary considerably in altitude, ranging from one in the Salton region 35 feet below sea level to the summit of Mount Whitney, 14,950 feet above the sea. Many of the datum points established in the Salton region, however, have possibly been lost to view on account of the flooding of Salton Sea several years ago when the Colorado River broke through its banks.

The exact elevations of these 4000 or more bench marks are shown in Bulletin 342 and 481 of the United States Geological Survey, which contain the results of spirit leveling in California from 1896 to 1910, inclusive. The work in Sacramento, Salinas, and San Joaquin valleys, from 1907 to 1910, inclusive, was done in co-operation with the state. Engineers and surveyors who need to have accurately determined points from which to start surveys of any kind may obtain the survey's publications by the spirit-leveling bulletins value. Although the Survey of points within the state, whereas the elevations listed in the bulletins are given to the thousandth of a foot, bench-mark elevations should have a copy of the spirit-leveling bulletins for reference. Bulletins 342 and 481 may be obtained free on application to the Director of the Geological Survey, Washington, D. C.

At Wood Lake, in the eastern part of the San Joaquin valley, a new sort, costing about \$100,000 is about to be opened.

San Diego Exposition to Have Foreign Exhibits

A PATTER toward expositions in America has been the attitude during the last three years of the countries of Europe that they will make the exhibits in Europe and sometimes in American exhibitions.

There are many reasons for this, the principal one being the fear of the manufacturers that the history of the Chicago Exposition and its aftermath will be repeated in 1915 and thereafter it will be remembered that foreign manufacturers could not have their exhibits and that they would have to put their money on the part of the government to prevent pirating of designs and patents by American manufacturers after the Exposition was over and the time limit on restriction of customs and patent laws had expired.

Designs Initiated

In the case of lace manufacturers of France several infringements of design were practiced. It is impossible to copy exactly the design and that is why millions in cheap lace were made on the buying of the designs of the foreign lace makers who were selling in America and some manufacturers of lace in America.

There is no reason to believe that the San Diego Exposition will be any exception to the rule. The San Diego Exposition does not include an exhibit of manufactures as such, but it most emphatically does include an exhibit of processes by which these foreign manufacturers obtain their excellent results.

Foreign exhibitors that have been approached on this subject have been quick to see this point and some have responded that it is to have individual exhibitors that are waiting for the exhibition of their respective countries. The governments have agreed to provide for exhibitors at the California Expositions, although the matter of participation is yet under discussion, and though the time is short, it is possible some will yet come.

No Campaign Made

The San Diego Exposition has been in a better position on this question of foreign participation. It has made no campaign for foreign participation, therefore the public displayed by the San Diego Exposition has made no campaign for foreign participation. The San Diego Exposition has made no campaign for foreign participation. The San Diego Exposition has made no campaign for foreign participation.

First Replies Favorable

Several of these countries replied in a favorable manner to the first invitation. Subsequently the State Department supplemented the Exposition's own invitation by transmitting to all consuls and diplomats an invitation to participate. The consuls took the matter to their respective governments, and our representatives in Latin America were duly advised of this action and instructed to notify the consular governments concerned in each capital to which they were assigned.

The response to both Expositions has been very slight. Only one Latin American country is making anything like tangible preparations to exhibit at San Diego. Brazil has replied to San Diego that they will consider the matter some of them have put the question to their legislative bodies asking for appropriations. Brazil has taken a most active interest through her departments that have to do with such matters and it is all good and only be represented at the Exposition.

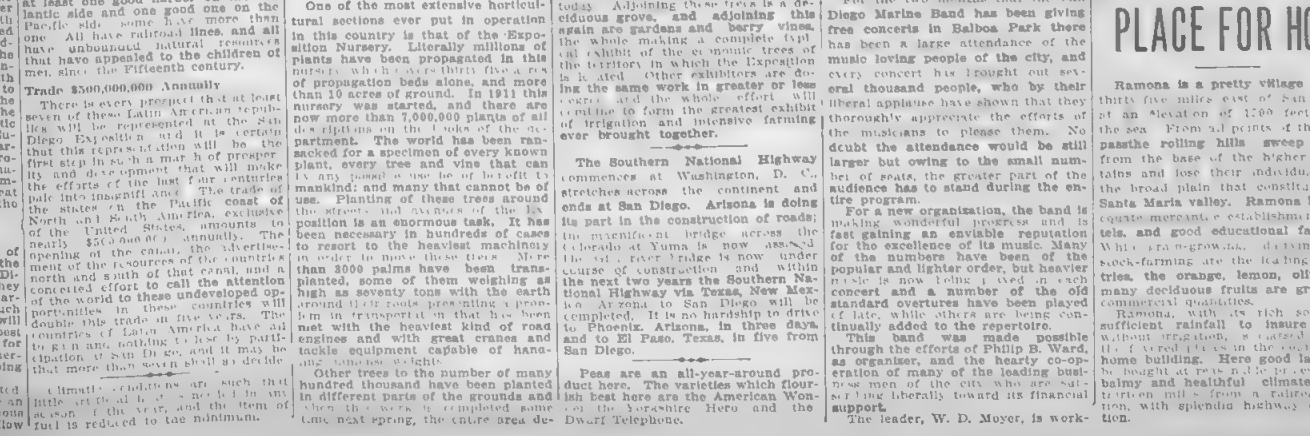
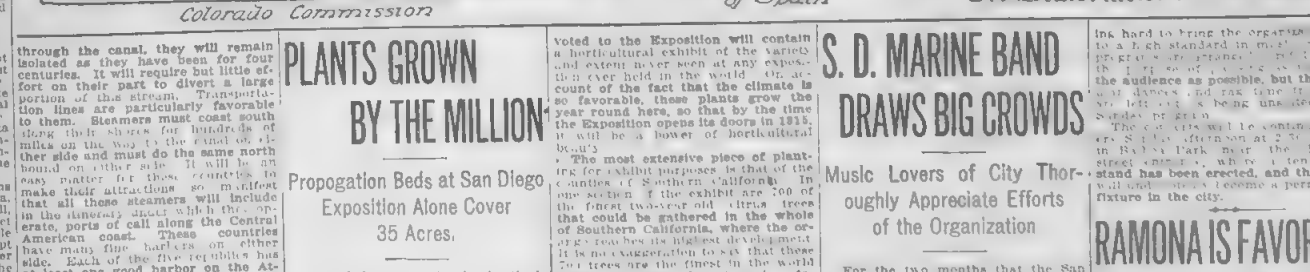
Representative Is Sent

The San Diego Exposition has not been satisfied to let the matter rest in this way and is sending a representative to Central America to make representations to the governments of Central America, Honduras, Guatemala, Salvador, Nicaragua and Costa Rica, in such a manner that they cannot but send an exhibit. These countries all have replied favorably to the overtures made to them.

In South America representations have been made to Peru, Bolivia, Chile, Argentina, Uruguay, Brazil, Panama and Colombia, but as yet none of these have made any tangible preparations to participate except Peru and Brazil. These two latter countries are in the process of opening of the canal than the United States in North America, the Panama canal opens for her the South American from which to draw and to which she may send products. The same advantage accrues to Peru; she may send her products to the United States and draw from those markets those things she has high commercial aspirations and energetic commercial elements that will reap great advantage from the opening of the canal.

Countries Viciously Interested

It is felt, therefore, that none of these countries can afford to miss the opportunity afforded by the San Diego Exposition to show what they have to offer, especially as the character of the Exposition will be such that millions of men and women will be in the North or South America. It is in North or South America that men and women are going to see the Exposition.



STATE participation at the San Diego Exposition has been approved by the state of California in 1911. Since that time the state has been in many ways particularly active in its efforts.

The largest individual appropriation for the Exposition is that of California, which has appropriated \$1,000,000. This appropriation is for the purpose of providing for the Exposition and for the purpose of providing for the Exposition.

Funds Being Raised

In the case of the Exposition, the state has been particularly active in its efforts. The state has been particularly active in its efforts. The state has been particularly active in its efforts.

Great Resource Map

In a report of the contentment of the Exposition, the state has been particularly active in its efforts. The state has been particularly active in its efforts. The state has been particularly active in its efforts.

Will Furnish Data

In the case of the Exposition, the state has been particularly active in its efforts. The state has been particularly active in its efforts. The state has been particularly active in its efforts.

POTATO GROWING IS PROFITABLE IN COUNTY

Potatoes have always been a popular and profitable crop in the county. Potatoes have always been a popular and profitable crop in the county. Potatoes have always been a popular and profitable crop in the county.

PLANTS GROWN BY THE MILLION

Propagation Beds at San Diego Exposition Alone Cover 35 Acres.

One of the most extensive horticultural sections ever put in operation in this country is that of the Exposition Nursery. Literally millions of plants have been propagated in this nursery which covers thirty-five acres of propagation beds alone, and more than 10 acres of ground. In 1911 this nursery was started, and there are now more than 7,000,000 plants of all descriptions in the hands of the Exposition. Planting of these trees around the grounds and avenues of the Exposition is an enormous task. It has been necessary in hundreds of cases to resort to the heaviest machinery in order to move these trees. More than 3000 plants have been transplanted, some of them weighing as high as seventy tons with the earth around their roots, presenting a problem in transportation that has been met with the heaviest kind of road engines and with great cranes and tackle equipment capable of handling and moving weights.

Other trees to the number of many hundred thousands have been planted in different parts of the grounds and when the work is completed some time next spring, the entire area devoted to the Exposition will contain a horticultural exhibit of the variety and extent never seen at any exposition ever held in the world. On account of the fact that the climate is so favorable, these plants grow the year round here, so that by the time the Exposition opens its doors in 1915, it will be a hothouse of horticultural beauty.

The most extensive piece of planting for exhibition purposes in that of the Exposition Nursery. In one section of the exhibit are 700 of the finest two-year-old citrus trees that could be gathered in the whole of Southern California, where the orange grows in its highest development. It is no exaggeration to say that these 700 trees are the finest in the world today. Adjoining these trees is a delicious grove, and adjoining this again are gardens and berry vines, the whole making a complete typical exhibit of the economic trees of the territory in which the Exposition is held. Other exhibitors are doing the same work in greater or less degree, and the whole effort will continue to form the greatest exhibition of horticulture ever brought together.

The Southern National Highway commences at Washington, D. C., stretches across the continent and ends at San Diego. Arizona is doing its part in the construction of roads; the magnificent bridge across the Colorado at Yuma is now under construction and the new Southern National Highway via Texas, New Mexico, Arizona and San Diego will be completed. It is a hardship to drive to Phoenix, Arizona, in three days and to El Paso, Texas, in five from San Diego.

Peas are an all-year-around product here. The varieties which flourish best here are the American Wonder, the Yorkshire Hero and the Dwarf Telephone.

S. D. MARINE BAND DRAWS BIG CROWDS

Music Lovers of City Thoroughly Appreciate Efforts of the Organization

For the two months that the San Diego Marine Band has been giving free concerts in Balboa Park there has been a large attendance of the music loving people of the city, and every concert has brought out several thousand people, who by their liberal applause have shown that they thoroughly appreciate the efforts of the musicians to please them. No doubt the attendance would be still larger but owing to the small number of seats, the greater part of the audience has to stand during the entire program.

For a new organization, the band is making wonderful progress and is fast gaining an enviable reputation for the excellence of its music. Many of the numbers have been of the popular and lighter order, but heavier music is now being played in each concert and a number of the old standard overtures have been played of late, while others are being continually added to the repertoire.

This band was made possible through the efforts of Philip B. Ward, as organizer, and the hearty cooperation of many of the leading business men of the city who are satisfied to have the band as a permanent support.

The leader, W. D. Meyer, is working hard to bring the organization up to a high standard in music, and will be drawing upon the city for such a large number of musicians that it will be a great resource map.

RAMONA IS FAVORED PLACE FOR HOME

Ramona is a pretty village located thirty-five miles east of San Diego at an elevation of 1500 feet above the sea. From all points of the compass the rolling hills sweep down from the base of the higher mountains and lead their undulating in the broad plain that constitutes the Santa Maria valley. Ramona has adequate mercantile establishments, hotels, and good educational facilities. While a growing, thriving and stock-farming are the leading industries, the orange, lemon, olive and many deciduous fruits are grown in commercial quantities.

Ramona, with its rich soil and sufficient rainfall to insure crops without irrigation, is a most desirable place for the home building. Here good land can be bought at reasonable prices in a balmy and healthful climate, only a few miles from a railroad station, with splendid highway connections.

Attractions of the Isthmus Will Be Unique

EXPLOITATION IS NOT ALLOWED TO LAG AT SAN DIEGO EXPOSITION

Department of Publicity Employs Every Means of Advertising Great Fair.

EFFORT IS BEARING FRUIT

San Diego Citizens Traveling In Foreign Countries Lend a Hand.

By Winfield Hogaboom, Director of Exploitation and Publicity, San Diego Exposition.

THE year 1914 saw wonderful progress made on the grounds of the San Diego Exposition, both in extension of the park, building of new roads, and clearing of building sites, and while the construction of the main exhibit hall was begun in this year, and will be more than two-thirds toward completion, the work accomplished by the department of exploitation and publicity was not allowed to lag.

All of the work of this department might be said to be under the head of publicity, but, arbitrarily, the particular work which was directed toward securing participation on the part of the various states of the United States, foreign countries and numerous associations, corporations, business houses of national standing, and other institutions of all kinds, was put down as exploitation.

Four Divisions Organized

When the Department of Publicity was organized in September of 1910, the work of this department was laid out in four divisions, and each division gave its year's work. During the first year from September of 1910, to September, 1911, the principal effort made by the department was to make known to as many people as possible, in every part of the world, the fact that San Diego had decided to hold an exposition in 1915, to celebrate the opening of the Panama Canal. No very definite determination as to the general character of the proposed exposition had been made at the time of beginning, but during this year a better understanding of what San Diego could do, and of just what sort of an exposition it was proposed to hold, was had by those who had this work in hand. So the greater part of this year's division was the work of announcing the Exposition to the world and exporting the San Diego Exposition to the world. A great deal of publicity that tended only to put San Diego solidly in the map of the world, was sent out, and the fact that San Diego will be the first port of call on the Pacific coast, north of the canal; that San Diego is situated in the playground of America; something about her climate, her harbor, her back country, her natural resources and the lives of people who are attracted to her by reason of all these things, was all brought into play on every possible occasion.

Second Year's Work

The second year's work, which was begun in September, 1911, and continued to September, 1912, was largely given to the securing of participation on the part of countries, states, foreign countries, and other institutions. Members of the staff were sent out into the various states during this period, and the services of several of the public spirited citizens of San Diego were enlisted for the work also. Every state west of the Mississippi river, and nearly all of those on the other side, were visited at least once, and some of them more than once, by representatives of the Exposition. This exploitation campaign was not completed when the end of the year came around, but was continued, and is still being carried on.

The work of the third year, which ended in September, 1913, was devoted to both exploitation and publicity. The exploitation work was changed, however, during the latter portion of the year, from that of securing participation on the part of countries, states, and other institutions, to securing exhibits, concessions and special features, and to various other ramifications of the work as it came up.

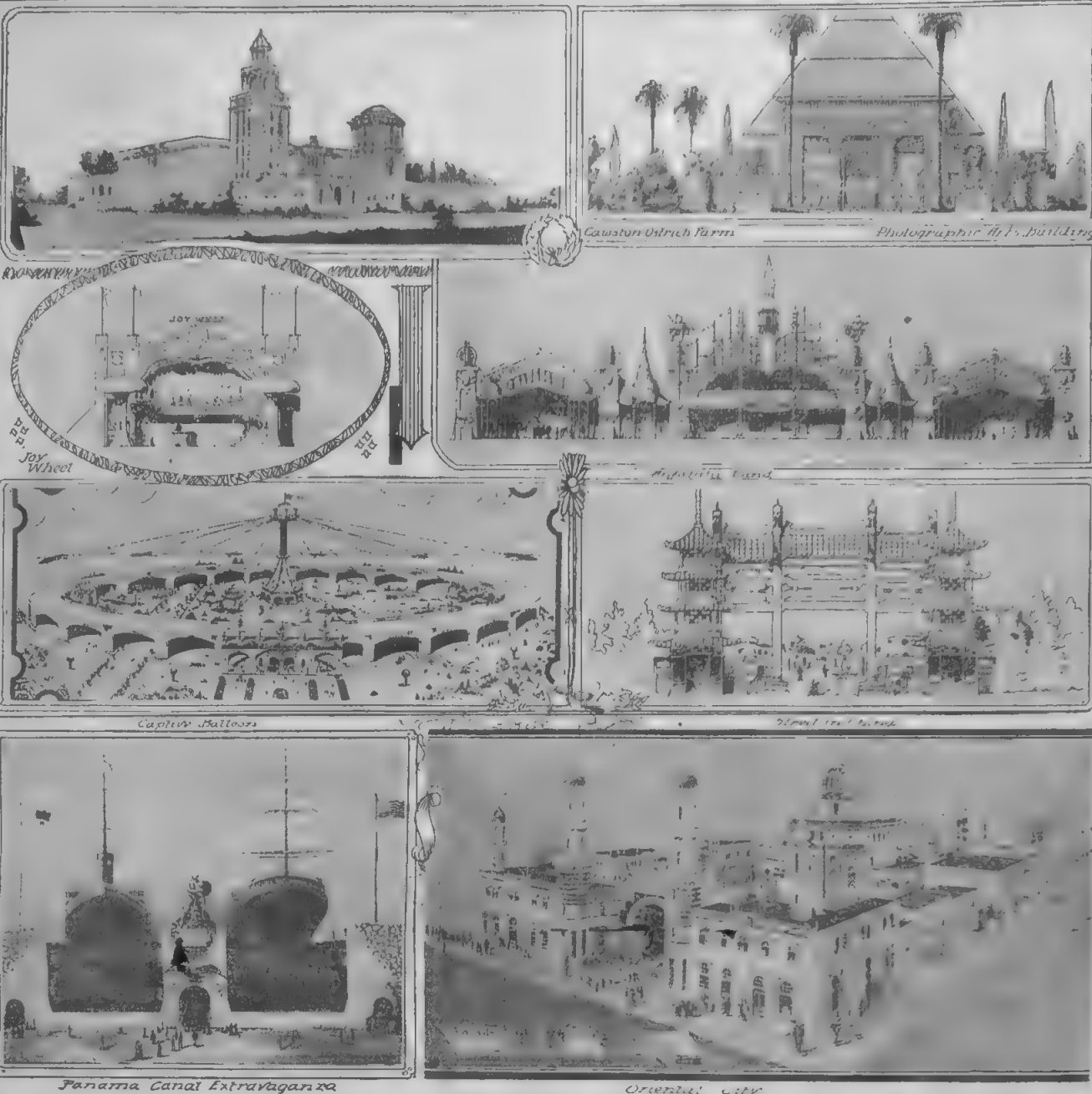
Every Form Tried

In the attempt to make the world understand, not only that San Diego is going to hold an exposition, but why every form of publicity and every form of public accessibility, was tried. The newspapers of the United States and those of other countries interested in the exposition were kept supplied at all times with articles defining the character and scope of the exposition and the progress of the work in buildings and grounds. Other periodicals of all kinds besides newspapers were furnished special articles adapted to the requirements of their readers. All of the various publications of the railroad, chamber of commerce, tourist bureaus and institutions of a kindred nature were kept supplied with articles of this kind, and in addition to this the Exposition Publicity Department issued more than a million booklets, circulars and pictorial maps and sent them broadcast over the world.

Photographs of the work on the grounds as it progressed were being made constantly, and sent out in various ways. Many hundreds of stereoscopic slides were being gathered, and sent out to the various states, and these have any special purpose, and these have been sent to the firms that supply the moving picture theatres with films.

Many Souvenirs Made

Souvenirs of many kinds, badges, pins, buttons and pins, have been made with the theme of the Exposition thereon, and are offered for sale at many places. The head of the state flags of hundreds of business houses. The publicity department was induced to permit profitable use to be made of the name of the Exposition.



ing an announcement of the Exposition. A hundred other avenues for publicity have been found and tried. Most effective of all the publicity done for the Exposition, perhaps, is that done by the people of San Diego. A unit on the proposition that this Exposition must be made the greatest of the world, and that the people of this city have lent their efforts throughout the year to spreading the message of San Diego and her 1915 Exposition far and wide. More than a few of the state societies of San Diego were organized into a Federation of State Societies, and ever since that time the State Societies have been working together to the end that thousands of letters have gone from this city to the people of other states, telling them of the Exposition and of San Diego's many attractions. The societies also have had two post card drives, and hundreds of thousands of post cards were sent out, and one newspaper day, when nearly 100,000 copies of special editions of the newspapers of San Diego county were sent out.

San Diegans Help

Many of the citizens of San Diego have traveled throughout the United States, and some to foreign countries during the past year, and whenever possible these have been supplied with San Diego Exposition literature to give to their friends and relatives, and with other material to impress upon the public the message that San Diego wants to take to all the world.

Overland automobile parties, traveling from San Diego to the Atlantic coast, have been equipped and supplied with literature. Many of the conventions held in 1913 had delegates from San Diego who carried the Exposition literature. At several of the state fairs, and nearly all of the large shows and gatherings of that kind, delegates were sent with material to advertise San Diego and the Exposition.

In the rooms of the California Promotion Committee, in the Ferry Building in San Francisco, a man who represents San Diego county is kept constantly supplied with literature and lantern slides for the daily lectures he gives. Another representative of San Diego county, in the rooms of the Chamber of Commerce in Los Angeles, has been giving out Exposition literature and lecturing on the Exposition for three years.

The Campaign Planned

The task of the department of publicity and exploitation is to bring millions of visitors to the San Diego Exposition in 1915, and to begin in 1914 and plans are now being laid for it. It is expected that more publicity will be crowded into a few months of the year than has ever been secured in the three years of work in this line that have pre-

ceded it. The old lines of endeavor will be continued and strengthened, and many new lines taken up. This will be a campaign on broad lines, systematized so that no section of the country will be overlooked.

Clubs, composed of thousands of people who not only have signified their intention of visiting the Exposition in 1915, but who are already packing for their trip with monthly installments, have been formed in the larger cities of the United States, and more are being formed. Home offices and traveling agents of these clubs are being constantly supplied with photographs, slides and literature, and this work will grow to large proportions in 1914.

Passenger departments of the railroads and steamship companies already have begun making estimates of the number of people who will come to California in 1915, and if their estimates are to be relied upon, the numbers are so big that the carrying capacities of the transportation lines are going to be taxed to the utmost.

And it appears now to be more than probable that not only will there be no lack of passengers in 1915, but that the last half of 1914 will see such a rush of people into California as will establish the most optimistic of California boasters.

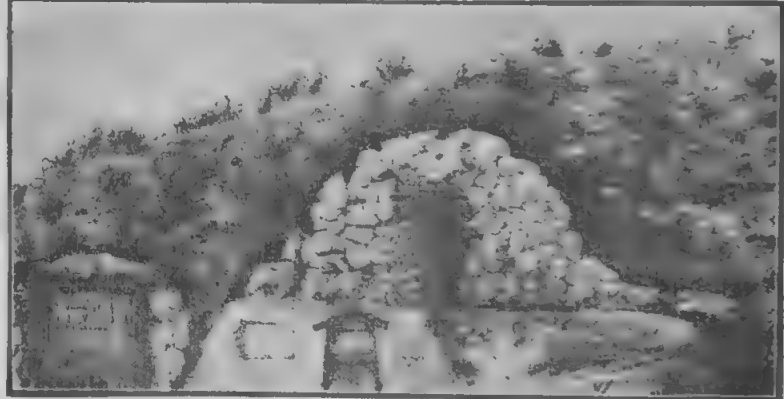
And it appears now to be more than probable that not only will there be no lack of passengers in 1915, but that the last half of 1914 will see such a rush of people into California as will establish the most optimistic of California boasters.

LIGHTHOUSE SERVICE USES POWERFUL BEACON LENS

The largest lens of the United States lighthouse service is located in the Makole point light, Hawaiian Islands, and is eight and three-fourths feet in diameter. The light is what is known as the occulting light and is equipped for one and one-half seconds every nine seconds, giving that twinkling effect.

The most powerful light in this country is situated at Navesink on the Navesink light, New Jersey, just outside of New York harbor, and shows each five seconds a flash of light of one-tenth second duration. Although an account of the curvature of the earth's surface this light cannot be seen further than a distance of five miles, and its beam has been reported by ships to have been observed in the sky as far away as seventy nautical miles.

In Alaska there are many lights supplied by acetylene gas tanks of sufficient size to maintain a flashing light for as long a time as five months without refilling or any attention, giving in that time nearly 6,000,000 flashes. Alaska has altogether nine lighthouses, and most of them are in localities where it would be almost impossible to keep an attendant or ask a human being to stay, that they have been impossible to keep for these gas supplied beacons to guide the mariner.



SAN DIEGO GEM CONCESSION

SAN DIEGO WELL PROVIDED WITH OUTDOOR PLEASURE SPOTS

Eleven Parks and Plazas, With Unsurpassed Balboa, Where Exposition Will Be Held, and Containing Fourteen Hundred Acres.

San Diego is well provided with the parks, and while some of them are small, they are all beautiful, places of pleasure and recreation. Counting Coronado City park—Orange avenue, between Sixth and Seventh, Coronado.

The Plaza in adway, between Third and Fourth Golden Hill park—Twenty-fifth, north of Ash.

There would have been pretty expensive to have established, a lighthouse with flashes its warnings every three seconds of night, 6,000,000 times without a recharge.

New Town park—East Columbia street, between Sixth and Seventh, east of Broadway.

Mission City park—Acacia avenue, between Fifth and Sixth, east of Broadway.

The park occupying special mention is Balboa park, containing 1400 acres. It is to be held the Panama Exposition in 1915. It is near the city, and is beautiful, with hills, a lake, and a river, and is a most attractive place.

structed with a view to permanence, and these will form an important part of the city's future.

Besides these, the management of the Exposition has expended a large amount of money on the purchase of rare plants, trees, shrubbery and flowers, which will be a great asset to the city. An extensive nursery is maintained for this purpose. This nursery has for its object the raising of the best of the plants and flowers of the Exposition, and it is expected that the Exposition will be a great success in this respect.

The park offers rare opportunities for landscape effects, and this idea is being carried out. Another feature of the Exposition is the fact that the Exposition will be a great success in this respect.

In the business district of the city is the Plaza, always a feature of a city, and one of the most attractive places in the city. It is a great success in this respect.

SPECIAL RATES BY RAIL AND WATER GRANTED FAIR EXHIBITORS

Material From All Ports of World Will Come Under This Arrangement

IMPORTANCE IS REALIZED

Passenger Tariff Is Not Yet Announced but Substantial Reductions Are Expected

IN RELATING exhibit material for the San Diego Exposition many problems had to be solved in the way of offering special rates and facilities to these manufacturers and exhibitors of the Exposition. The great distances and the resultant high freight rates were matters that were seriously considered by the Exposition management.

The Exposition management was unable to anticipate from what states exhibitors would be shipped, it being impossible to secure rates from every state in the Union, and it was found that the rates from some states were so high that it was impossible to exhibit from those states. The Exposition management was forced to make a compromise, and to offer special rates to exhibitors from all states, and to make these rates as low as possible.

San Diego is the most important port in California, and it was found that the rates from San Diego were the lowest of any port in the country. The Exposition management was forced to make a compromise, and to offer special rates to exhibitors from all states, and to make these rates as low as possible.

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Here Are the Men Who Have Made the Exposition



H.O. DAVIS
DIRECTOR GENERAL PANAMA CALIFORNIA EXPO



D.C. COLLIER PRES.
PANAMA CALIFORNIA EXPOSITION



JOHN D. SPRECKELS
1ST VICE PRES



FRANK BELCHER
CHAIRMAN FINANCE COMMITTEE

STATE COMMISSION



JOSEPH W. SEFTON JR.



COL. L.S. MCLURE



THOMAS O'HALLARAN



GEO. W. MARSTON



R.C. ALLEN



MT. GILMORE



JUDGE W.A. STONNE



L. WILLIAMS



FRED JEWELL



CHAS. T. CHANDLER



CARL FERRIS



JOHN F. FORWARD JR.



W.F. LUDINGTON



L.A. BLOCKMAN



GEO. W. FISHBURN



JUDGE M.A. LUCE



FRED W. JACKSON



FRANK P. ALLEN JR.
DIRECTOR OF WORKS



G.A. DAVIDSON



GEO. BURNHAM



WINFIELD HOGABOOM
DIRECTOR OF PUBLICITY



D.F. GARRETTSON



FRED W. JACKSON



FRANK P. ALLEN JR.
DIRECTOR OF WORKS



G.A. DAVIDSON



GEO. BURNHAM



WINFIELD HOGABOOM
DIRECTOR OF PUBLICITY

Open Air Exhibits and Concessions Are Features

AMUSEMENTS TO BE IMPORTANT PART OF BIG SHOW

CONCESSIONS, the amusements of the exposition, are a large part of the program. The concessions are to be located in the open air, and will be the most important feature of the show.

In order to make the proper impression on the people, the concessions are to be located in the open air, and will be the most important feature of the show. The concessions are to be located in the open air, and will be the most important feature of the show.

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"A Street in China" is another attraction. It is a street in China, and will be the most important feature of the show. The concessions are to be located in the open air, and will be the most important feature of the show.

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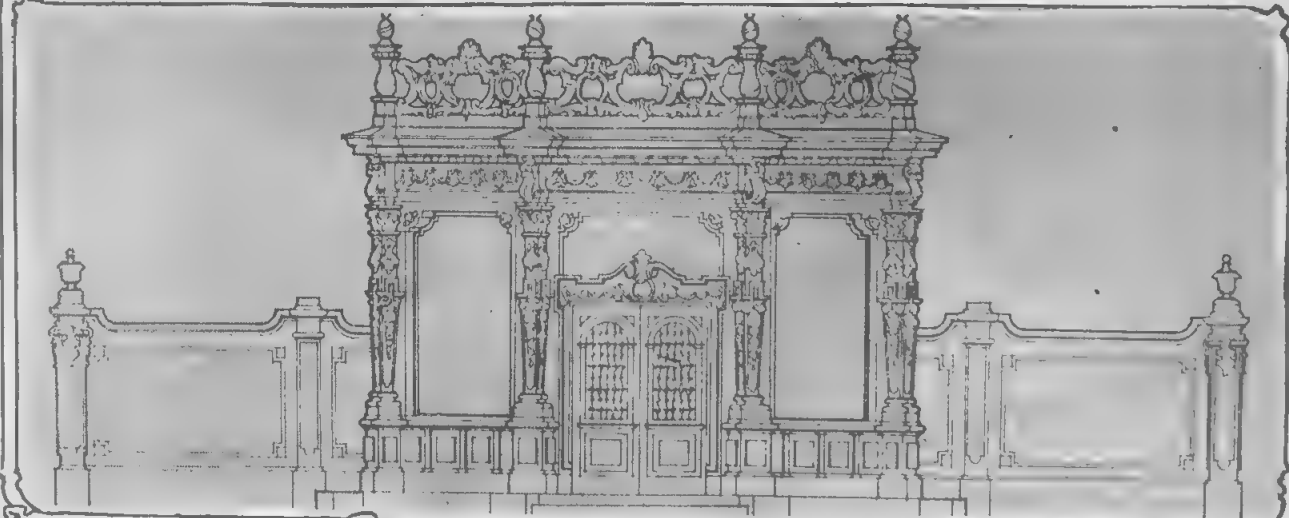
The concessions are to be located in the open air, and will be the most important feature of the show. The concessions are to be located in the open air, and will be the most important feature of the show.



International Harvester Building



San Joaquin Valley Building



Lipton Front

FREAK HORSES ONCE ROAMED STATE OF CALIFORNIA

A three-toed horse, no bigger than a sheep, that lived in the Mojave desert at least a million years ago is described for the first time by Professor John C. Merriam in a paper read at the meeting of the California Academy of Sciences in San Francisco. This little horse is entered in the book as "Parahippus".

which have flourished and disappeared since Miocene times and to the horses, donkeys, and zebras of today. Moreover, going back up the ages, comparison with the teeth of a tiny fossil horse shows unmistakable kinship with the vastly and differently shaped teeth of a horse which was no bigger than a fox.

A few teeth are all the scientist has had, usually, from which to describe the species of horse that inhabited California in Pleistocene times. But from the wonderful asphalt-beds of Rancho La Brea have come now eleven complete and perfectly preserved skulls of horses of Miocene age. In another paper just published by the University of California, Professor Merriam gives a preliminary report on the horses of Rancho La Brea, which show clear evidence of being a new species of horse, and all horses with teeth worn down by a lifetime of chewing. Never before has such a complete material been available for all sciences by any extinct American species of horse.

TENOR SAYS CITY IS LEADING COAST

"San Diego is making progress more rapidly than any other Pacific coast city at the present time. Since I was here in September I have visited all of the larger Western cities and nowhere do I find so much building activity as in San Diego. Your skyline has changed markedly in the last four months," was the way the famous tenor, Leon Rice, expressed himself recently upon his arrival here.

BIG SHIPMENT OF COAL, NORFOLK TO SAN DIEGO

Bids have been opened in the bureau of supplies and accounts for the navy department for the transportation of coal from the Atlantic coast to San Diego. The bid of Benham and Boyen, New York, for a 6000-ton shipment at \$4.40 was accepted. The ship must sail between January 1 and 21. Other bids were for the ship, the Benham, \$4.40, the Benham, \$4.40, and the Benham, \$4.40.

SAN DIEGO CLIMATE MAKES SECTION POSSIBLE

HOW to do it is the keynote of a large section of the San Diego Exposition devoted to open air exhibits. No expectation has ever had such a section because of the lack of space, unfavorable climate or some other necessary element, but here there is a large area devoted to this form of exhibit and the exhibitors who are filling it are enthusiastic over the possibilities for a good display of their products.

JAPANESE SHIPPING WILL BE INCREASED

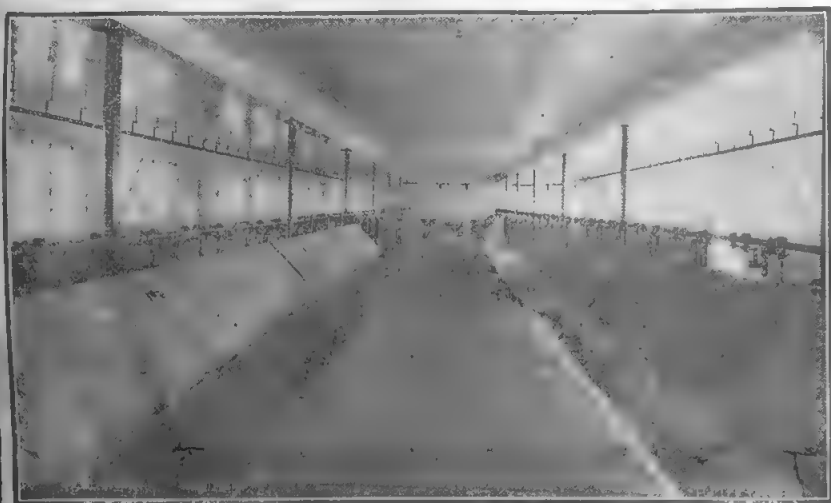
Plans for future being made by Trans-Pacific Trade Companies. Freese's indication as to the fact that the Japanese will increase their shipping to the United States is a very important one. The Trans-Pacific Trade Companies are planning to increase their shipping to the United States. The Trans-Pacific Trade Companies are planning to increase their shipping to the United States.

EDGEMOOR FARMS

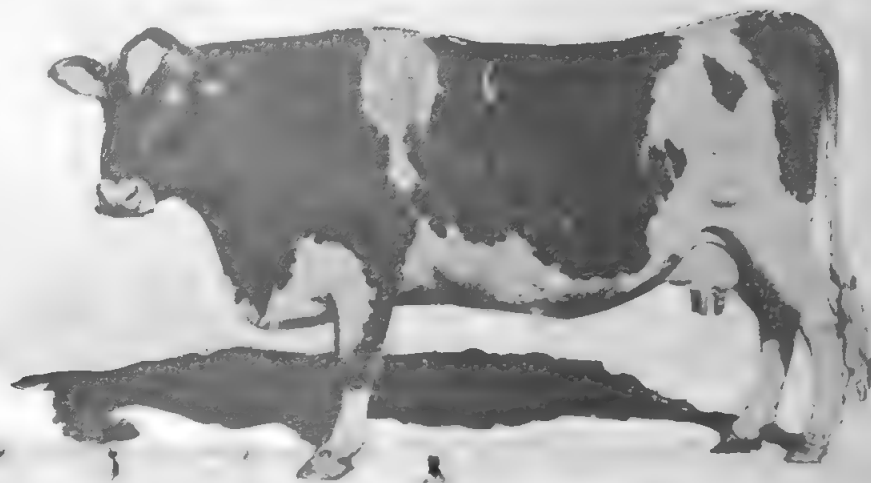
SANTEE, CALIFORNIA



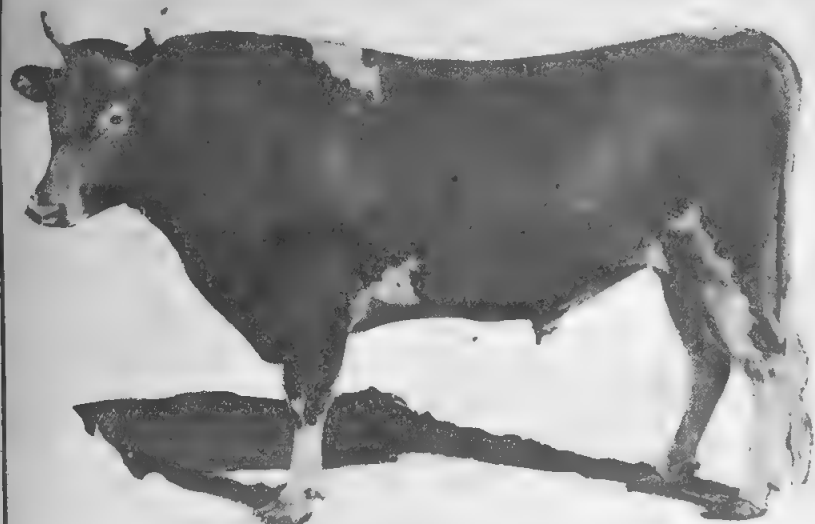
PART OF THE IMPORTED GUERNSEY HERD



INTERIOR OF COW SHED



CASTERILIUS AURICLE—No. 28603



IMPORTED WESTMORELAND SQUIRE—No. 21665



DAIRY BARN AND SILO



A FEW OF THE POLO PONIES

Forty-Fifth
Annual Edition

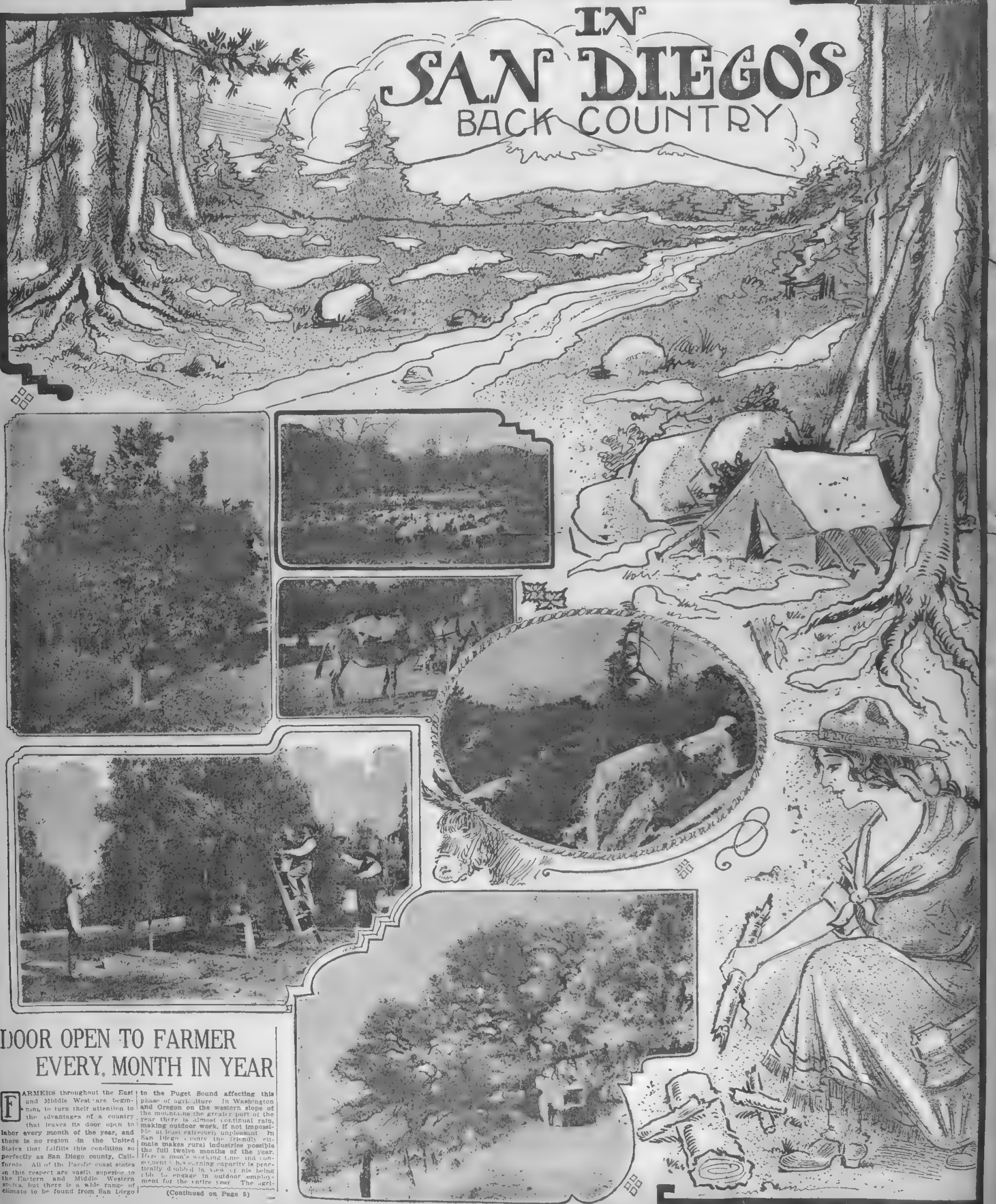
The San Diego Union

AND DAILY BEB
THE PIONEER NEWSPAPER OF SOUTHERN CALIFORNIA

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

Territory Tributary
to San Diego

IN SAN DIEGO'S BACK COUNTRY



DOOR OPEN TO FARMER EVERY MONTH IN YEAR

FARMERS throughout the East and Middle West are beginning to turn their attention to the advantages of a country that leaves its door open to labor every month of the year, and there is no region in the United States that fulfills this condition so perfectly as San Diego county, California. All of the Pacific coast states in this respect are vastly superior to the Eastern and Middle Western states, but there is a wide range of climate to be found from San Diego

to the Puget Sound affecting this phase of agriculture. In Washington and Oregon on the western slope of the mountains the greater part of the year there is almost continual rain, making outdoor work, if not impossible at least extremely unpleasant. In San Diego county the friendly climate makes rural industries possible the full twelve months of the year. Here a man's working time and consequent earning capacity is practically doubled in view of his being able to engage in outdoor employment for the entire year. The agri-

(Continued on Page 5)

FERTILE REGION
YIELDS HIGH
RETURNS
IN CROPS

FIGURES CONVINCING
BEYOND ANY QUESTION

Output in Comparison With Assessed Valuation of Real And Personal Property Is Considered Record Breaker.

AS EGYPT is the gift of the Nile, so the Imperial Valley is the gift of the Colorado, with slight differences, perhaps, in the manner of giving; and it may be remarked in passing that both rivers are to be commended for their generosity. More fertile regions do not exist. The fertility of Egypt has been known and man has profited by it since the earliest historic times, and doubtless far beyond these to more remote antiquity, but it has been only within the last twelve years, made possible by irrigation, that the rich alluvial soil of the Imperial Valley has been turned to a cultivated and commercial account.

The Imperial Valley is the gift of the Colorado in that as early as in history it was a submerine delta. In the process of solving the timely delta deposits of the stream from its lower course when it reached the Gulf of Lower California at some point north of the present reclaimed area. At later periods, it is evident, after the mouth of the river had been carried farther south on account of some upheaval of the earth's crust, there was formed a flowage of the valley for the river, for a large portion of its outlet to the sea during the Pleistocene period, and an artificial outlet was made by the Colorado River Canal, which was completed in 1908.

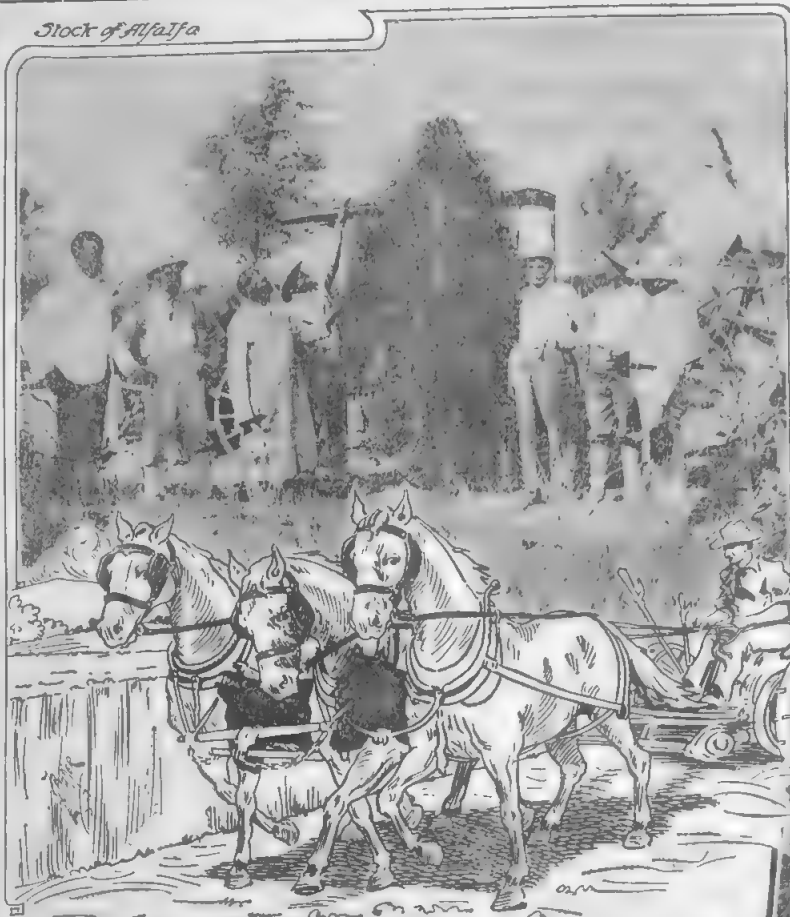
It is a fact that in the development of the Imperial Valley, the Colorado River has been the primary factor in the advancement of the valley, and it is a fact that the Colorado River is the primary factor in the development of the Imperial Valley.

[illegible]

When the Valley and its towns are characterized as prosperous and progressive, it is their soil and fertile lands that are the cause. It is not necessary to look far to find the cause of the wealth, but of the figures talk for themselves. They are convincing. For instance, the assessment of doubtless material wealth shows that the taxable property, on a 40 per cent basis, in the county is worth more than \$100,000,000. The average price of the entire production of the Valley, according to the county horticultural commission, is about \$100,000,000. The figures derived from other sources, and the production of the Valley, according to the horticultural commission, are about \$12,000,000. The home consumption of the entire valley is nearly 90 per cent of the assessed value of the property—some 100,000,000. It is evident in the history of the Erie District in the United States, that the assessed value of 90 per cent of the assessed personal and realty values is considered extremely high.

The unusual production of the Valley is made possible by the marvelous fertility of the soil and the favorable climate. Practically all the apples, the fruits and vegetables of the valley are raised in the valley, and sold there.

Agriculture and horticulture, the early days of the Valley, and by this



Stock of Alfalfa



Cotton Gin - Imperial Valley



An Imperial Valley Ranch

is meant only a few years back, was really a matter of experiment, since the miner knew only in a general way the varieties to which the locality was adapted. Many had to be tried out, and even yet in instances requiring several years of trial, the striking stage of experimentation as to profit has not been reached.

Examples in Irrigation

A few examples in illustration: It has been practically demonstrated that sugar-cane can be grown at a profit in the Imperial Valley, and commercially in this direction, Leroy Little on the C. M. ranch has a fine example. The Imperial Valley has a large sugar-cane output locally, but the industry never has been entered into upon an extended scale. It is claimed, however, that the Imperial Valley has 1,741 in the Valley suited to the cultivation of the staple and that it may be possible to produce a return of from \$400 to \$500 an acre.

The citrus industry, at least the orange industry, has not as yet hardly yet emerged from the experimental stage, although there are said to be some fine examples of orchards which are in bearing, planted in the Valley. Much is claimed in view of flavor, and the fact that the ripening season is so early, and that it is in other sections of the state, thus eliminating the danger of damage by

post-harvest superior frost. The yield is believed to be increased. Much is also claimed, however. Very little has been done in this direction.

While it will doubtless be demonstrated in time that the conditions will prove exceedingly favorable for the production of a sufficient period to place the profit-yielding class where they are definitely known, a large acreage of citrus is being planted directly connected with the mentioned cotton, corn, alfalfa, grain, and other crops, such as maize, cantaloupes, watermelons, grapes, all kinds of garden vegetables, and such as apples, horses, mule and sheep raising and the manufacturing

Compared with other agricultural districts in the country the land in the Imperial Valley is high in several instances up here, but consideration of

In the instance of grape fruit, however, this product may be said to have been beyond the stage of experimentation, as the trees in full bearing in the Valley will not exceed six years. Three of these are owned by E. F. Farnsworth, who has been growing them from El Centro. The crop is untroubled, the trees require but little if any fertilization, and with the few boxes each and on account of the superior flavor of the fruit a much higher price is commanded. In 1913 the average wholesale price at Los Angeles hotels at \$5 a box, an advance of \$2 over the prevalent prices. The fruit is sold in the service of the Southern Pacific Railway, and plans contracted to take the entire crop of the coming season.

Dates Promise Much

Dates are another fruit which bid fair to become exceedingly profitable. The yield for a palm in full bearing is estimated at 100 pounds annually here. The wholesale price for Imperial Valley dates was around 10 cents five a pound. These are sold in the market to date at 15 cents a pound, and to date at 18 cents a pound. The yield is 100 pounds annually. While the date palm bears for 25 years, the age of three or four years, it requires but little care.

The situation. An investment in the Imperial Valley as a method of farming insurance commensurate with risk.

**PRODUCTION OF IMPE-
VALLEY NEARLY 90 PER
OF ASSESSED VAL**

The following figures show total valuation of both personal and real property in the Imperial Valley for the year 1913 of railroad property and personal property paid taxes according to the county books, assessed at a 40 basis:

Cities and towns in county \$ 8,736
Outside realty 1,070,000
Personal property 2,000,000
Total \$11,706,000
The total produced in the Valley last year was \$1,415,000,000, or nearly 12 per cent of the assessed value.	

CLIMATE IDEAL FOR AGRICULTURE

Brief Sultriness of Summer Is
Forgotten When Delightful

Forgotten when Delightful Days Arrive

The climate of Imperial valley has the general reputation of being excessively hot in summer, and the fact of the matter is that there are a few days when overcasts would prove oppressive; but considered as a whole it is almost an ideal climate for agriculture and the brief sultriness is forgotten when the long periods of delightful weather arrive. It is more or less

a typical desert climate modified by the influence of the sea, and while the thermometer may go above 115 degrees in summer, the comparatively low per cent of relative humidity relieves the situation to a great extent. The lowest temperature of the Valley since its first settlement is 14 degrees above zero and this was reached only once.

The year is divided into winter and summer, the latter being reckoned

from April to October. There is no well defined line of demarcation, however, between the two periods, but the transition is almost imperceptible. From October to April there is a succession of sun-drenched days, with occasional frosts in December and January, but these are seldom sufficient to damage the vegetation. In April it begins to grow warmer with the onset of what growers denominate ideal conditions for the following.

The rainfall is about two inches annually. In midsummer and in midwinter a few light showers may be expected, but in the latter of November, a heavy cast of rain may lap over into the Imperial Valley.

The climate is a most healthful one, and many suffering from rheumatism and the earlier stages of tuberculosis find it beneficial. It has been completely cured in many persons, and the patients have been either cured or greatly benefited. Out-of-door sleep is not only recommended, but the people of the Valley, and this, with their occupations, which keep them out

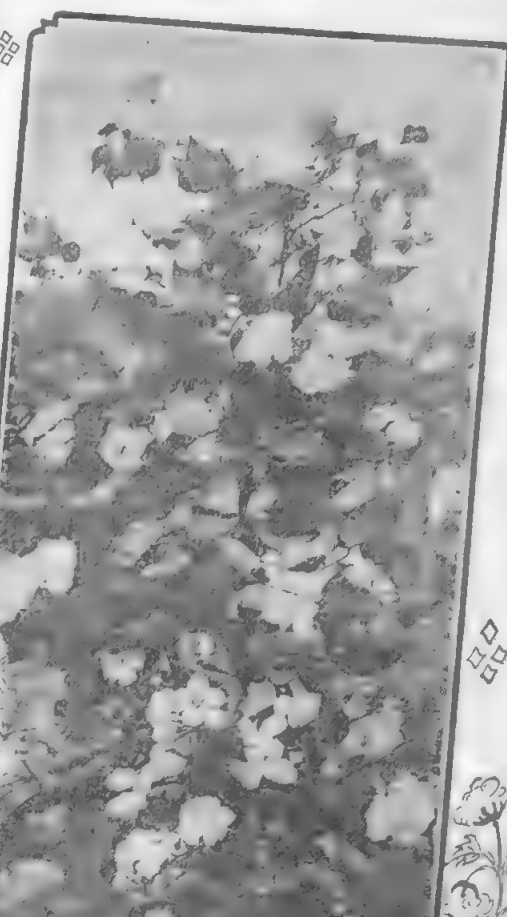
CLIMATE IDEAL FOR AGRICULTURE

Brief Sultriness of Summer Is
Forgotten When Delightful
Days Arrive

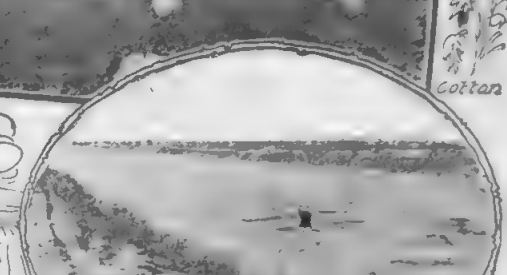
The climate of Imperial valley has the general reputation of being excessively hot in summer, and the fact of the matter is that there are a few of them overcasts would prove oppressive; but considered as a whole it is almost an ideal climate for agriculture and the brief sultriness in the cotton when the long periods of delightful weather arrive. It is more or less a typical desert climate modified by the influence of the sea, and while the thermometer may go above 110 degrees in summer, the extremely low per cent. of relative humidity relieves the dryness. The lowest temperature of the Valley since its first settlement is 14 degrees above zero and this was reached only

The year is divided into winter and summer, the latter being reckoned from May 1st to September 1st. There is no well defined line between the two seasons and they pass into each other almost imperceptibly. From October to March the weather is generally rainy, the rainy days with perhaps a few slight frosts in December and January, but not sufficient to damage the winter vegetable crops. From March to grow warmer with a long stretch of what growers denominate ideal cotton weather. The rainfall averages about two inches annually. In midsummer and late summer the weather is what may be expected. Unusually heavy rains may, however, in a heavy east rain may be expected into the Imperial Valley.

The climate of the Imperial Valley, and many suffering from rheumatism and the early stages of tuberculosis and many others, has been completely cured. The patients have been either cured or greatly benefited. Out-of-door sleeping has been the chief factor in the cure of the patients of the Valley, and this, with their occupations, which keep them out of the



Cottar



Irrigation



Field Nio Maize

IMPERIAL PREFERS SAN DIEGO MARKET

Completion of S. D. and A. Will
Open New Port to
Valley

PROGRESS MARKS SCHOOL SYSTEM

No Section of State Shows Greater Educational Advancement

The Southern Pacific is presently the only railway furnishing outlets to the Imperial Valley and it is to be remarked that it is one of the heaviest shipping districts to be found in the U. S. The main trunk route across the desert is the "Imperial Valley" and there is a branch from Imperial Junction through the valley from north to south to Calexico where it meets the "Imperial Valley" line for a former route, passing through Mexicali territory to Yuma where it joins the main line.

With the completion of the San Diego and Arizona railway, however, not only a direct line, but one connecting the coast with the interior will be finished the valley, but its shipping will reach the coast 100 miles nearer and will be given the advantages of San Diego. The people of Imperial Valley market are extremely friendly to San Diego. They prefer coming here to trade, and it is not surprising on account of the present lack of railway facilities. They regard themselves as "back to the coast" and "back to the country," and it is expected that many commercial enterprises will spring up. When the new line is completed, it is expected that the valley will be sold. It has cotton to be manufactured

Considering the short time the schools of the Imperia Valley have been in operation there is no reason to doubt that a wide measure of rapid educational progress in the district will be accomplished.

At the head of the county system is Professor E. Cooley, an enthusiastic school man, and each district is well provided with a competent teacher.

Besides the grammar grades, there are five high schools in the county, situated at El Centro, Imperial, Holtville, Brawley and Los Berrys. Holtville has a modern \$75,000 high school building, and Imperial and Holtville have up-to-date buildings erected at a cost of \$100,000 each, having a seating capacity of 1,000 each, and are ready for occupancy this year. At Brawley, the new high school building, costing \$100,000, is under way, and the school purposes but plans are being perfected for the completion of a new one by the time school opens next fall.

The schools of the Valley have made rapid gains in attendance. The gain per cent at the opening of the school year was thirty-five for the high schools and twenty for the grammar grades for the grammar grades over the previous year.

The first place goes to such an extent

COTTON IS ROYAL RELATIVE IN IMPERIAL VALLEY

**May Not Be King of Region,
But Is Close Kin in Point of
Production and Profit; Soil
and Climate Suited to Staple**

20,000 BALES EXTENT
OF LAST YEAR'S CROP

Average Three Times That of the South: Planting This Year Will Be 50,000 Acres It Is Estimated

IT WOULD be a difficult matter at this time to say just what role the financial policy of what had been called the great profit share in many instances a sufficient time has elapsed to arrive at definite conclusions. In some cases the results have been rather disappointing. The financial crisis, however, would seem a sufficiently large and the price sufficiently high, to make the money market demand a complete revaluation of the financial policies of the various institutions which have been in operation since the beginning and end of the last war. It is a part of the policy which may have led to the present situation. A new policy is being introduced to the royal family, and the least.

Plants Small Patch

The work of re-planting the desert of the Colorado basin began in 1901 when the first seedling of *Shrub* was planted. Since that time, the work has been continued by the U. S. Forest Service, and the results are now being made available to the public. The first seedling was planted by the U. S. Forest Service, and the results are now being made available to the public. The first seedling was planted by the U. S. Forest Service, and the results are now being made available to the public.

Bell Weevil Unknown
In addition to the luxuriant growth of the Imperial Valley rank alone in the this locality since there would be am- reason that conditions are vastly su- on account of labor. The Chinese will side of the Valley, where there is a in favor of the Imperial Valley as that a bale of cotton shipped to salt sorption of moisture. In the instance

**Imperial Valley's Wide
Range of Production is
Shown at Show Place**

Among the show places in the Imperial Valley are the fields owned by Mr. Aten. Two miles northwest of El Centro, Mr. Aten has a large cotton field, and a pioneer cotton grower has devoted some time and attention to growing other things, and these other things are the subject of the present experiment. The seed of the variety of cotton planted cotton experimentally is from the same source as the seed of the variety of cotton now grown in the valley. There is a great difference in the color of the leaves and the fruit of the two varieties, and the seedling Mr. Aten continued to plant with the same care and attention as the cotton seedling. The result of the experiment is that of determined success.

Mr. Aten is a resident of the Imperial Valley, and has been in the valley for many years. He is a pioneer cotton grower, and has been successful in growing cotton for many years. He is a pioneer cotton grower, and has been successful in growing cotton for many years. He is a pioneer cotton grower, and has been successful in growing cotton for many years.

TRIP TO IMPERIAL VALLEY IS ONE OF CONSTANT DELIGHT

Picturesque Mountain Scenery
Along the Way Lends Enchantment to Journey

AUTOMOBILE ROADS ARE
BEST IN THE COUNTRY

Stark and Barren Peaks Shoot
Heavenward; Wonderful
View of Great Basin

The trip from San Diego to the Imperial Valley is one of constant delight to him who has the love of Nature holds communion with her visible forms. It indeed opens a variable language. The Swiss Alps for decades among sightseers have been the most popular mountains in the world; the Rockies are quite the vogue with the "seeing America first" contingent, but there are patches of scenery between San Diego and the Imperial Valley worthy of thoughtful consideration when it comes to classifying the scenery output. There are probably hundreds of San Diegans who have purchased visions of the Alps at the prevalent quotations, and other hundreds who have acquired scenic interest in the Rockies who have never gone from San Diego to the Imperial Valley—reduced rates for the round trip. The journey is worth the price if there is nothing else at stake. The Trip Delightful

If you are just a plain tourist and do not happen to be stocked up on air craft or automobiles, you will probably take the San Diego-Imperial auto stage which leaves at stated hours from the Pickwick Theatre building on Fourth street and furnishes good service in the way of machine and expert drivers. From Fourth street you are elevated by easy stages through the citrus groves of Lemon Grove, La Mesa and Spring Valley to the slight declivities of the desert, coast mountain, leaving in the distance the classic home of Madame Schumann-Heink at Grossmont. You go up and up, past ancient Jamul with its beautiful ranch property, past Buzards in the desert, which are many honey farms, past Cottonwood, Potrero and Campo, with plenty of picturesque on all sides, the splendid automobile road winding like a serpent on an up grade above the sides of the canyons and its some stunt even for a snake. It is almost noon now and you are more than fifty miles from San Diego. The driver speaks of a hostelry where there is a chicken dinner waiting. He calls it dinner and it were a shame to name it anything else. You are hungry; the pure, bracing air has made you so, and your hopes are elevated by the information. You take his word for it and later you find he was speaking the truth. Last summer a Chicago man in his enthusiasm got mixed and tipped the driver a five dollar gold piece which he intended for the winsome waitress. The driver, however, being an honest man, saw the mistake and made restitution. (He was engaged to the young woman.)

4000 Feet Above Sea.
Then in a spirit of supreme contentment you light a cigar. If you happen to be a smoker, and go up and up some more past the highest point on the road, 4000 feet above sea level, and past Bonicard, a modern way station and Jacumba, with its ancient Mission-day setting. You tell among the cushions of your modern conveyance while shooting heavenward about you are the dead, stark peaks, which comically speaking may not be as ancient as the sun, but they are no spring chickens. These peaks in season wear snow caps with becoming grace, and you would better take an overcoat along in any season, even if you don't need one in San Diego or the Imperial Valley. You bowi further—roads fine, for you are still in San Diego county. Then of a sudden you round a turn where a big sign says, "Mountain Springs grade. Go slow." These are the exact words. But you forget the grade; you forget everything, excepting the vision opened to you, for before your eyes on the horizon is the Salton Sea like a blue wreath of mist; the vast dead and flat expanse of the Imperial desert; the green and fertile Imperial Valley; and about you like heaps of great cobble stones piled by the Titans are the bold and barren crags of the San Diego desert.

"I have been all through the Alps," said a Philadelphia man in the car who appeared to be more or less captured, "and I have traveled the Rockies, Himalayas and Andes from

Colorado Remarkable River

One of the most remarkable of streams is the Colorado river, which, formed by the junction of the Grand and Green rivers in Eastern Utah, flows southwesterly through the greatest canyon known on earth and then through broad and sluggish channels to its union with the sea at the head of the gulf of California. Geographers generally list the Colorado as the fifth in size of the rivers of North America. Though its discharge is to the south of the United States, its head is far up in Montana, within a mile of the point where head the Columbia and the Missouri. It is so long that the spring floods from the melting of snows do not reach Yuma before the middle of the torrid summer of that locality. The whole navigation of the Colorado is along that stretch where the river separates California from Arizona. In the myriad of sand bars, forever shifting further up, about the point where a tongue of the state of Nevada opens down to the river, passage, though difficult, is to be had through an almost impassable gorge. The Black Canyon Navigation absolutely ends, however, at the lower end of what is properly known as the Great Canyon of Ariz. The river is so rapid that it may not be passed by any steamboat not equipped with flying machinery.

Boats Low in Number
The boats that sail the Colorado are few in number and are of the stern-wheel type that is supposed to be able to sail on a heavy dew. Their outward freight from Yuma is mainly mining machinery and supplies for mines. Return trip loading usually is of ore to be shipped from Yuma to smelters on the Pacific coast. Each craft is heavily manned. The crew, for three or four officers and machinists, being entirely made up of Hopi Indians. It is told that when the captain falls or other resources he sends his Hopi Indian crew overboard with a long rope to tow the vessels over the shoals.

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start to finish, but I have never beheld grander or more sublime mountain scenery." He may have been prevaricating, but it is worth the price of admission, all right. The Mountain Springs grade is about twelve miles in length, heavy from the solid granite. It is sometimes known as the Devil's Canyon grade, because the old road really did follow the devil's canyon. Its former name, however, was Myer's Canyon, but when San Diego county built the road, the name of the canyon was changed in honor of the city. It is San Diego Canyon now, and it is likely to remain so indefinitely. How many San Diegans have seen their canyon?

Upright Town Lots
Mountain Springs proper is about four miles from the top of the grade and on the boundary line between San Diego and Imperial counties, although San Diego lent her hand in extending this magnificent highway about eight miles further to the edge of the desert. The cars stop at Mountain Springs to quench their thirst. It has a store which sells sandwiches, gasoline, cigarettes, automobile repairs and other vital necessities. Upright town lots may be had almost for the asking. Outside of general scenery purposes the bare rocks of the canyon furnish a cheap advertising medium for the business firms of San Diego and the Imperial Valley. "It's a shame, a burning shame," said an Imperial Valley club woman who was returning home from some sort of meeting in San Diego, "to allow the commercial interests to deface this beautiful canyon in this way. It should be stopped." Maybe she was right.

In a short time by gradual descent the Imperial desert is reached. The valley across the might be worse. You are now in Imperial county, but it is said to the county's credit—it's a new county that it is rapidly filling and beating its roads into good shape, not only the San Diego to Yuma automobile highway of which this forms a part, but the roads in other parts of the Valley. The dead waste of desert, excepting the jolts the road gives and a patch or so of green at Coyote Wells is unrelieved for miles. Then at Dixieland, the western fringe of the watered area, there bursts upon you sweet fields arrayed in living green and waters of delight. But this is another narrative.

San Diego is the first port in the United States north of the Panama canal.

told this story, among many, of the tribulations that attended the work of the mariners within a land the world known as waterless:

How He Lost Schooner

"I had a schooner in those days that I had specially fitted for the river. She was sheathed with boiler iron and could hammer up against a rock in a rapid in a way that a wooden vessel could not have stood a minute. She was expensive to build, but was economical to run. I like I had been up about the mouth of the Virgin to deliver some mining freight. The river was high and must have been about two feet deep in the canyon. We were coming down with the current, very carefully, usually using up over the rapids by a sliding rope out the rim of the canyon. We had to run a rapid where a great point of rock stuck out almost in the center of the stream. The small boat was sent below first and then the schooner was started down. She must have been steered just a little crooked, for when she got into the current she began to rock like a cork. The iron would not break, so there she stuck. The men jumped out of the boat and were taken up by the small boat below. They managed to reach Fort Mohave in safety. It was along in the winter time when I went up the canyon again. The water was low, and what do you think? When I got to that point, away up 75 feet in the air, still twisted around the point of rock, was my blamed old schooner, high and dry. No. I didn't try to do anything with her. She was past repair. I did not go up the canyon again for some years and I guess that some of the floods must have broke her loose, for she is not there now."

And the captain sighed a sigh and gazed retrospectively into the distance Water For Vast Area.

It is probable that the Colorado will never become very valuable as a commercial highway, but along its shores some day will arise a second Egypt of agricultural fertility and wealth. Already its waters are being directed into the almost boundless plain in the extreme southern part of California. Other great enterprises contemplate the canalization of the fertile areas that lie beyond the eastern hills extending far into Mexico. In the canyon above, being a generated power that will turn the wheels of the Southwest and that will lift water to the top of the canyon for the changing of the arid areas into garden spots where new life is a desert. Today, however, the river flows to the ocean and is almost entirely untapped by mankind.

Enemies Consigned to
Coyote Wells for Year
Without Any Tobacco

Favorite Punishment in Imperial Valley Among Those Inclined Toward Profanity.

Instead of consigning his enemies to eternal torment, the average male citizen of the Imperial Valley, inclined toward profanity, commits them—in his mind, of course—to war at Coyote Wells without tobacco. According to all accepted reports, the internal region still has it on Coyote Wells by a considerable majority, but the punishment contemplated is sufficiently severe for almost any offense.

Coyote Wells is a desert station on the San Diego-Phoenix highway where automobiles stop to refresh themselves and the passengers get out to stretch their legs and ask foolish questions about the price of town lots. There is a little store, a few shacks, a patch of green, and a windmill or so on shift pumping water when the atmosphere is not at rest. Water is reached at a depth of from ten to fifteen feet. But the day is coming, doubtless, when this surrounding waste will be made to blossom as the rose, if pardon may be granted for putting this faithful and time-worn phrase over once more.

Nigger Ed and Sump
Important Features in History of Imperial

Among the ancient records of the Imperial Valley—and by ancient is meant dating some twelve years back—is to be found the following: "First water turned into the Valley, June 13, 1901, and ran as far north as Nigger Ed's sump."

As to the further identity of Nigger Ed, or the exact location of his sump, deponent saith not, but the important facts that there was really such a person as Nigger Ed, that he was the sole proprietor of a sump and that the water was turned into the Valley on a given date were duly set down.

The great Navy and Army aviation station on North Island, San Diego, will establish a branch station in the San Diego Exposition and one of the foremost aviators of America, Glenn H. Curtiss, probably will have charge of the aviation section.

IMPERIAL VALLEY LAND

Is the best place to plant your MONEY in the United States. Ask any questions, we will surely send answer. We are the second oldest Real Estate firm in El Centro

ASK ANYONE ABOUT US—THEY ALL KNOW

J. W. COLSON
Land Co.

EL CENTRO, CALIF.

We Can Serve You:

- By affording a competent, personal representative for the transaction of Imperial Valley business;
- By furnishing reliable information regarding land values, farming and stock-raising opportunities in Imperial Valley.
- Through our department for writing, handling and collecting contracts, leases, deeds, insurance, escrows, etc;
- Through the various privileges afforded by commercial and savings departments.

BUSINESS ENTRUSTED TO US WILL HAVE OUR BEST ATTENTION.

Farmers & Merchants Bank

OF IMPERIAL

Imperial, California.

L. J. THOMAS, President OTTO STORM, Cashier
A. E. WRIGHT, Vice Pres. P. H. BLACK, Asst. Cash.

OVER A MILLION A MONTH

Products of the Wonderful

IMPERIAL VALLEY

For 1913

And this is a country only ten years old!

It's the Soil, the Water, and the Sunshine

Cheapest irrigating water, and lots of it. Growing weather the year round. Every month produces some crop. Fruits and vegetables a month ahead of other sections of Southern California—command the highest prices. Great for dairying—over ten tons of butter a day! Finest cotton section in the country. Proven by production. \$1,500,000 crop for 1913.

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Warehouses—
Imperial, Brawley, El Centro, Heber, Calexico, Holtville, Seeley.

Wholesale and retail dealers in Grain, Seed, Poultry Supplies, Coal, Hay.

IMPERIAL VALLEY
BRANCH

William C. Allen, Manager.

Seeley's Two Year's Growth THE FAMOUS IMPERIAL VALLEY

Just two years ago the first plat of Seeley was printed. That's all there was, too—a town on paper. Now you should see the lines of teams and automobiles as people come to the rustling town to trade.

Two years ago, nothing. Now, reliable stores doing a flourishing business. A \$5000 school house and a \$20,000 business block just completed. The First National Bank of Seeley opened for business.

Thousands of acres of fine cotton in every direction, besides rare wealth of alfalfa, corn, cattle and hogs.

Seeley has made a good start, but a safe start. The highest interests of the community are conserved by public spirited citizens.

What will another two years bring forth? Only time will tell. The best place in Imperial Valley to plant some money. Consult

Berkman & Harris
El Centro.

Ferguson & Compton
Seeley.

SEELEY TOWNSITE CO.

\$100,000 CAPITAL STOCK—INCORPORATED

W. F. Holt, President.

W. G. Conley, Secretary.



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ACREAGE AND CITY LOTS
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J. E. McFadden Co. The Truth About IMPERIAL VALLEY

Large display of various soils and products on display in our office.

EXPERT AGRICULTURIST IN CHARGE

We own and operate auto service between San Diego and Imperial Valley.

J. E. McFadden Co.

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TWO OF THE TWELVE ELEGANT AUTOMOBILE STAGES WHICH ALTERNATE IN DAILY TRIPS TO IMPERIAL VALLEY FROM THEIR OFFICE AT 1027 N. St., Pickwick Theatre Bldg.

A. C. Smither, President.
W. B. Covington, Vice Pres. H. L. McCartney, Cashier.
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Imperial Valley
Creamery Co.

Incorporated

Manufacturers of

FANCY CREAMERY BUTTER

El Centro, Cal.

IRRIGATED ACREAGE MAY REACH MILLION

New Enterprise Contemplates
Adding Barren East Mesa to
Imperial's Fertile Fields
PLANNED TO BOND COUNTY

Preliminary Report on All-
American Aqueduct Says
Project Is Feasible

It is estimated that the Imperial Valley with the completion of the all-American aqueduct contemplated will ultimately contain more than a million irrigated acres susceptible of a high degree of cultivation. At present there are 800,000 acres under irrigation and cultivation. The section known as the East Mesa, to which irrigation men are turning their attention, contains approximately 200,000 acres. There are other lands which may be placed under gravity irrigation amounting to about 100,000 acres, and the remainder to make up the million will have to be watered by pumping plants.

The East Mesa is said to contain not only the same agricultural possibilities as the rest of the valley, but also to be abundantly watered, and that it is only a question of water to make it equally as fertile. There is a plan on foot to water it, and this plan will be the first step in the development of the valley. It is known as the "All-American" project, in view of the fact that the present district water system is supplied by an aqueduct which from the intake on the Colorado river follows the old channel of the Colorado river into Mexico, and is not back to the Colorado river, but is a long delivery of the water to the valley.

Declared Not Feasible
In 1904, before the valley had been developed, although the project existed, the government made an investigation toward the end of bringing water from the Colorado river. This report estimated a tunnel fifteen miles and a half miles in length at a cost of \$20,000,000 and other heavy construction expenses. The plan was declared not feasible. In 1910 the Imperial Water Company made a survey, using the same course, and the government reports and other data, with the result that the same conclusion was reached.

A third preliminary survey has just been completed by the Imperial Valley Irrigation District on a somewhat different route, and the preliminary report of A. A. Anderson, chief engineer, advised that the project is entirely feasible. Mr. Anderson called to his assistance his consulting engineers P. N. Nunn and O. B. Suha, and six weeks were spent in field work. Numerous test pits were sunk to determine the character of the soil around the proposed route. It was found that the plan according to the report of the government was a very good one, using cuttings and rock for the total cost to \$12,000,000. Besides the water, it is estimated that a large amount of electric current can be generated for manufacturing and lighting purposes through the flow of the aqueduct. The district to tap the present aqueduct leading from Laguna, dam and known as the Tuma project, carries the water to the Colorado river and follow the international boundary line on the American side, turning part of the flow into the present district water system and extending a high line to the East Mesa.

May Bond County
The arrangement discussed at this time is to bond the county, which never has been bonded for any purpose and has no debt of any kind, for the sum required to construct the aqueduct, and it is figured that a handsome return can be realized from the sale of water and electric power, in addition to practically doubling the irrigated acres of the valley. It would add the East Mesa region to the present irrigated area, and supplement the present distributing system to such an extent that water could be spared to greatly extend the irrigable acreage. Exactly what will be done in the premises it is impossible to say, but it is regarded as a matter of practical certainty that it will be only a few years until the East Mesa will be placed under irrigation.

DAIRY BUSINESS IN FIRST RANK

Stock Is Being Bred to Higher
Standards in the Imperial
Valley

Among the various occupations in the Imperial Valley dairying appears to have taken a place in the front rank in point of profitability and the prospects of future development. Speaking of this industry the Imperial Valley Press says:

"Last year was one of the years of great profit for valley dairymen, and as a result of this and the abundance of feed at present, many persons are finding difficulty in getting cows which they wish to buy. This is in spite of the continued importation of dairy stock, which this season is as heavy as in the previous year. Many cows have been brought over the mountains and others have been shipped in by train, and yet with great natural increase in the herds there is a scarcity. Better fat prices, ranged high throughout the year and the conditions on the coast are such that no relief is yet in sight, and even with a choice for the better in the seasons there, it would take several years to get back the herds which have been depleted by shipments here and to other favored localities."

Meanwhile the population of coast cities is being built up, adding greatly to the demand for milk. One reason for the increasing profits in dairying in the valley is the fact that from year to year the price of milk is being brought to higher standards and the price of stock is being eliminated, while a large number of young cows are being brought in by express from Eastern states for use in still further improvement of the herds."

The Calexico National Bank

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L. B. Kirby, Assistant Cashier
Calexico, California

CAPITAL \$40,000.00
SURPLUS and PROFITS \$15,000.00

FIRST NATIONAL BANK

CALEXICO, California.

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BEST MEALS BEST MUSIC
POLITE TABLE SERVICE
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SPROUSE REAL ESTATE AGENCY.

The Truth on Imperial Valley. El Centro, California.

IMPERIAL VALLEY

Dairying Cantaloupes Alfalfa
Dates Cotton Corn

There is no other agricultural community which can equal it.

Good Farms at Reasonable Prices

For detailed information call, see or write to

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Address all Communications to the Company

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THE PEOPLES ABSTRACT AND TITLE COMPANY

(Incorporated December 29, 1897)

LAW DEPARTMENT

J. Stewart Ross Close Relations Sustained
With Strongest Title Companies in San Bernardino,
Guaranteed Certificates of Title, Abstracts Compiled, San Diego, Riverside and
Escrows Handled. Los Angeles Counties.

VALLEY LUMBER COMPANY

BUILDING MATERIAL

EL CENTRO CALEXICO

Philo Jones

I invite correspondence relative to information concerning the Central and North portions of Imperial Valley.

VISITORS ARE WELCOME TO MAKE MY OFFICE
THEIR HEADQUARTERS.

I have Experienced salesmen on my staff, and my automobiles are at the service of the homeseeker.

PHILO JONES

Office, Hotel Bungalow Block.
Brawley, California. Imperial Valley.

OPPORTUNITIES AND PROSPERITY NOW
AWAIT YOU IN

IMPERIAL VALLEY AND CALEXICO

THE INTERNATIONAL GATE-WAY AND CENTER OF
THE COLORADO DELTA.

AT SEA LEVEL AND HEADWATERS, BEST DEVELOPMENTS AND BEST SOILS.

We are in position to deliver tracts of land from 10 acres to 10,000 acres at various prices, owing to location and development.

OUR EXPERIENCE AND KNOWLEDGE OF SOILS
WILL BE OF GREAT BENEFIT TO YOU.

Investigate Calexico and its advantages.
Prices and terms right. Write or call on

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F. C. POULIN, President R. L. BLACKMAN, Secretary

IMPERIAL VALLEY IMPROVEMENT COMPANY

Owners of Town Sites of
IMPERIAL, HEBER AND CALEXICO

IMPERIAL VALLEY

Town lots for sale in all of the above towns and acreage adjoining each.

Address all communications to Main Office, Imperial, Calif.

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SALISBURY REALTY COMPANY

Oldest Real Estate Firm in the Valley

Write Us for Information

THE L. W. BLINN LUMBER COMPANY

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Wholesale and Retail Dealers in

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First National Bank

OF IMPERIAL, CALIFORNIA

Capital, Surplus and Profits \$100,000.00

We invite the people of San Diego to call on us when
visiting the Valley.

INTEREST PAID ON TIME DEPOSITS

Escrows and Collections given prompt and careful attention

LEROY HOLT, President J. V. WACHTEL, JR., Cashier

First National Bank

OF EL CENTRO, CALIFORNIA

CAPITAL \$ 50,000.00
SURPLUS \$ 40,000.00
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Accounts of Corporations, Firms and Individuals solicited
Every accommodation consistent with prudent banking
offered our customers

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In the Heart of the Famous Imperial Valley

Security Savings Bank

El Centro, California

COMMERCIAL AND SAVINGS

Checking Accounts Invited From Individuals and Firms

4 Per Cent

Paid on Term Savings Accounts With Interest Compounded Every Six Months

ESCROWS AND COLLECTIONS

Farm Loans Negotiated Upon Favorable Terms

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OF HOLTVILLE, CALIFORNIA

Capital and Surplus \$80,000.00

THE EAST SIDE'S STRONG FINANCIAL INSTITUTION

Our facilities for caring for your business are unsurpassed.
Interest paid on time deposits.

GENEROUS SOIL AND FINE CLIMATE BIG ASSETS

Diversity of Crops Also Recommends San Diego's Back Country to Agriculturist

HIBERNATION UNNECESSARY

Increasing Movement Among Eastern Farmers to Seek Land in This County

(Continued from Page 1)

It is not obliged to hurry through his work for six months in order to live by a sufficient store to enable him to live through the six months of practical hibernation.

An other thing which recommends this locality to the farmer is the great diversity of crops which the soil and climate enable him to grow. What with the greater number of products instead of the soils having to be full for half the year, he can keep it working for him all the time.

Advantage of Location
There is an increasing movement of eastern farmers to the Pacific coast states, and while San Diego county is getting its share of them and perhaps better, it is this day fully realizing the climatic and other advantages here, the number would doubtless be greater.

Feeling the climate, which in itself is a big asset to the agriculturist, there naturally arises the question of soil, its productivity and the crops that may be grown with profit. Is the soil fertile? Will it grow things? Yes, is the answer to both questions. It will not only grow them but grow them abundantly. From the standpoint of intensive farming, the ground in San Diego county is practically unexcelled. Large ranches and unscientific methods in the main account for it. The early farmers dating back to the old Mission days when much of the land was under dominion of the church ran to vast acreage with grazing as the chief feature. These ranches in many instances contained fifteen to twenty thousand acres and in some instances more. The Santa Ysabel and the Santa Margarita of today are examples of these. Ownership of extensive tracts of productive country and the refusal to cut them up into small parcels that the farmer of more moderate means might be accommodated is one of the chief causes of the failure of the agriculturist to make the most profitable and scientific basis. This day, however, is rapidly changing. Smaller tracts are being offered for sale and these are being brought to a high state of cultivation.

UNIVERSITY OF CROPS

The diversity of the crops is an asset to the farmer in many respects. It enables him to make the most of his land and to grow the most profitable crops. The climate of San Diego county is described as sub-tropical or semi-tropical. Weather experts, however, say that the climate is the correct one to grow it. It is warm but little subject to high temperatures found in the sub-tropical regions, strictly speaking. But while this is true, many of the sub-tropical fruits grow almost to perfection. In addition to this, including the mesquite and higher altitudes practically all the fruits and vines of the temperate zone flourish. There is a big demand throughout the east today for the products of the California orchards, vineyards, ranches and gardens. "California" is the magic word which opens the kitchen door to things in the food line, and if it should happen to be qualified by "Southern," the portal will perhaps widen a fraction wider. The easterner likes the products of California soil, whether they be fresh, dried, canned, done up in packages or sold in bulk. It is not a matter of sentiment. He has tried them and he knows they are good. And he demands California oranges, lemons, peaches, grapes, grapefruit, walnuts, grapes, wines, almonds, cherries, olives and the various and sundry other fruits and vegetables which grow in this state. There is profit in supplying such a market, since the demand is not only sure and steady, but established upon absolute necessity.

The calls of this market are daily becoming more extensive with the increase in population and the increasing popularity of California products. This all means more extended acreage and more scientific cultivation. There is room for both. While it may be said that California leads the world today in scientific cultivation, the cultivation methods are not so scientific that they may not become more so, and there are still vast areas in San Diego county which may be turned to more profitable account.

ORANGE CROP THIS YEAR ABOUT 40,000 CARLOADS

The Harvest Is Somewhat Larger Than It Was Two Years Ago.

According to estimates from the various districts, received by G. Harold Powell, general manager of the California Fruit Growers' Exchange, the orange crop of Southern California this winter will amount to approximately 40,000 carloads. Of this amount about 5000 carloads will be from the northern sections of the citrus belt. This means that the crop will be a little larger than it was two years ago. More than \$10,000,000 is estimated, has been expended on frost protection within the last year.

Indians from Alaska, British Columbia, the United States, Central America, the Amazon, Chile and Patagonia will be assembled in a great Indian congress to be held during the San Diego Exposition in 1915.

Ever since the "Little Landers" demonstrated that a man may raise a family in comfort off one acre of ground, the San Diego Exposition decided to secure a model farm for exhibition during 1915. One has been located.

Dead Desert Waste of Twelve Years Ago Now Producing By Millions

Crops of the Soil and Animal Industry of Imperial Valley
Last Year Estimated at More than \$15,000,000;
Profit Yield in a Nutshell.

Imperial Valley, twelve years ago a little better back a dead desert waste, now produces abundantly practically every fruit, fiber, cereal, vegetable and animal product produced in California and several unknown elsewhere in the state. The following is production for 1913 in a nutshell, with the figures in the more important instances set down, amounting to more than \$15,000,000.

Cotton production Imperial Valley stands alone in the state. It has practically completed the harvesting of a crop from 50,000 net acres, averaging one bale to the acre with an estimated value including the return from cotton seed of \$1,370,000.

Imperial county leads the counties of the state in the production of butter. Last year's output is estimated at 7,000,000 pounds, which netted the dairyman an average of 34 cents a pound. There are nine creameries in operation.

In the cantaloupe industry, in bulk and value of output as well as time of ripening, Imperial Valley leads the country. The planting last year was 51,000 acres, with 3460 cars shipped and a net return to the grower of \$1,044,000. The watermelon crop was small, estimated at only about \$6000. There are few sections of the state that rank as high in the animal industry as does the Imperial Valley. It is estimated that there are now 100,000 head of cattle, including 50,000 dairy cows and beef stock, being fattened for the market, in the Valley, which, with horses, mules, hogs and sheep, brings the value of the live stock to about \$5,000,000.

The barley production is more than a million sacks a year. In hay eight crops of alfalfa are grown a year. Roasting ears are grown as late as the latter part of November. The barley, corn and alfalfa output last year is estimated at \$1,500,000.

The citrus output is small. Oranges ripen fully a month ahead of other sections, lemons thrive and the grape fruit on account of its superior quality commands extra prices in the market.

It has been clearly demonstrated that in the production of olives Imperial Valley ranks high.

Apricots, peaches, plums, almonds, pears and figs are grown successfully. The output of these, with citrus products and vegetables, which industry is still in its infancy, is estimated at \$100,000. In the production of dates Imperial Valley shares with Coachella Valley the honor of establishing an industry new in this country, but one which bids fair to become extremely profitable. The output at this time is small, but the acreage is being rapidly increased.

Asparagus is one of the big profit producers, the product being among the earliest and best to reach the markets. The planting last year was 445 acres, with an average net profit of \$100 an acre. In one instance where more intensive methods were employed the net return was \$252.

Imperial Valley through the introduction of Persian varieties is building up a grape production entirely distinct from other parts of the state, and reaching the market ahead of most other localities. Last year's crop from 1010 acres was 107 cars for which a return of \$26,000 was received.

The poultry industry is proving extremely profitable in Imperial Valley. There were 75,000 turkeys raised last year, returning \$150,000. Chickens thrive equally well, but not so much attention is being paid to them and the net profit was comparatively small.

In the production of honey, there are few places in the state that surpass Imperial Valley. Last year's output from 15,000 stands, averaging 100 pounds to the stand, was 750 tons, which returned the producer an average price of five cents a pound, amounting to \$75,000. There are no epidemics among the bees and the gather honey from April.

In addition to the products of the soil there are said to be extensive deposits of gold in Imperial county and valuable beds of marble and gypsum. Precious and semi-precious stones are also found in paying quantities.

EL CAJON FAMOUS MANY FRUITS GROW AMONG VALLEYS OF STATE IN DULZURA COUNTRY

El Cajon is one of the most famous valleys in Southern California.

It has an elevation of about 500 feet, and the soil is rich, loose and deep. Within the last few years it has been found that an abundance of water can be had at shallow depths, not only along the streams, but on the floor of the valley also.

As one enters the valley through Encinitas Pass the eye is pleased with the foothills citrus orchards, and the valley the solid green of the rain forest.

Travelers from all parts of the world are enthusiastic in their statements that this is the most beautiful valley in all the world. One can look over the entire 50,000 acres of land formed into a picture which can never be forgotten. The orange and lemon groves, raisin vineyards and green fields interspersed with cozy cottages, highways bordered with flowers, pepper and eucalyptus trees.

El Cajon raisins are famed the world over for their richness, sweetness and flavor. They have taken first prize at the World's Fair Exposition, Chicago, also at the Lewis-Clark Exposition at Portland.

Surrounding this central valley are others branching from it like spokes of a wheel, which are located in Escondido, Jamacha, Santee, Lakeside, Del Mar, Alpine, Escondido Springs, etc. Besides the stores and postoffices in the smaller places, there are all the necessary conveniences and places of business for a large district, including hotels, banks, high school buildings, physicians, telephone and electric lighting service.

Outside of the citrus fruits almost any other products of the soil can be raised satisfactorily. Strawberry culture has reached an important point in the valley. Last year more than 100,000 boxes were shipped from this section. El Cajon holds the record for the production of a small acreage along this line, for one ranch was able to produce \$2500 worth of fruit from three-fourths of an acre.

Apricots, peaches, pears, plums, loganberries, blackberries and guavas are raised in abundance in the valley, and also bring good prices. No section of the United States can produce a better or more luscious peach. Apples do exceedingly well.

Poultry Production
For years there has been a scarcity of chickens and eggs for the city market, and many of the newcomers are engaging in this business. Quite a few of the ranches have from 500 to 100 fowls, and the largest contains more than 5000 fowls.

Land is very reasonable in price, considering the advance of real estate all over the county, and taking into consideration its remarkable production, it is the cheapest land on the market today.

For many years it was impossible for those desiring to seek out a small scale to find locations in the valley, owing to the large holdings which were held intact by the older residents. This has all been changed, and many new homes are being established, and diversified intensified farming is becoming a feature of the valley.

The people of El Cajon valley are broadminded, refined and educated, and are wide awake to the future possibilities of this splendid section. They are willing and anxious for a larger population, and invite all those looking for an ideal home, in an ideal community, to come in and help make it what it should be—the best suburban district adjacent to San Diego.

Situated thirty miles from the city, and four miles from the Mexican border is Dulzura, one of the most charming spots in San Diego's back country.

The rise of 1100 feet from the coast is gradual and one speeds over the smooth highway to this picturesque valley. Headed located on the shortest route to the Imperial valley, motorists find the road excellent, and a number of auto stages and limousines, as well as the Campo mail stage and auto truck line, pass through Dulzura daily.

At the summit of Dulzura passes the conduit from Morena dam discharges its volume of water into the creek to the city. Dulzura is a beautiful spot, the perfect, the surplus water can undoubtedly be used to develop an almost unknown portion of San Diego's wealth.

Fruit Thrive Here

Even with the natural rainfall an amazing variety of fruits may be raised successfully. In one small orchard over twenty different varieties are now growing. The fig, olive and citrus fruits bear even better fruiting, as well as the Campo mail stage and auto truck line, pass through Dulzura daily.

Many kinds of grain can be grown, although little is raised for commercial purposes. The owners of the larger ranches prefer to turn their attention to cattle raising, as they find it more profitable than general farming.

Honey Production
The brush-covered hillsides not only furnish excellent pastures, but abound with flowers from which great quantities of honey is gathered. No better location for an apiary can be found than at Dulzura. The very name, Dulzura, meaning "sweetness," was suggested by the honey industry which was established here at an early date. The fine quality of sage honey produced is appreciated even in foreign countries, and part of the crop is exported each year to Germany.

There are quite a few low grade gold-producing ore, which will very likely be developed.

As a health resort this region is ideal, and it is rumored that a sanatorium for convalescents is to be established here. The Honey Springs ranch is well known, and since its proprietor has had from 1000 to 1500 fowls, many will undoubtedly take advantage of the opportunity to enjoy the beauties of this restful retreat.

Winters are Mild

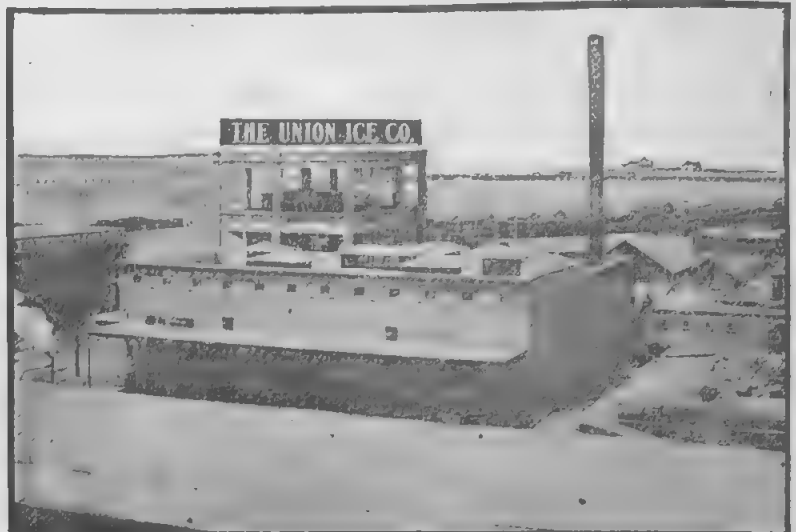
Dulzura is particularly delightful, as the fog rarely comes so far inland, but the cool sea breeze blows up the valley on the coldest days. The winters are mild, as one would naturally judge from the flourishing condition of the citrus fruits.

Although the development of this region has been slow, its favorable location, mineral and agricultural advantages are becoming better known to the outside world. The new iron mines are due, in part, to the cheap transportation resulting from better roads.

A replica of the famous volcano of Kilauea is to be one of the features of the 11 within south of San Diego. It is to be built on a hill in 1914. Hawaii is to be at work on her exhibit for San Diego.

The Union Ice Co.'s Plant

Northwest Corner of First and I Streets



The growth of our city and the plating of many new additions make the delivery system a problem each year. It is the desire of the Union Ice Company to extend our delivery system just as fast as conditions warrant, and for the season of 1914 we beg to announce we will make regular deliveries in the districts known as South Park, West End, City Heights, Fairmount, Wiltshire, Kensington Park, Mission Hills, Inspiration Heights, Ocean Beach and Roseville, and we will be pleased to have the patronage of the good citizens in these districts.

We Again Desire to Thank Our Friends For Their Patronage During the Past Year, and We Wish All a Happy And Prosperous New Year

The UNION ICE CO.

A. L. BIRD, Agent

Fairchild-Gilmore-Wilton Co.

In the appearance of her streets and boulevards San Diego is second to no city in the United States. The beauty and appearance of her thoroughfares and parks aid materially in giving the stranger a good impression of the city. No city of less than 100,000 population equals or excels San Diego in this respect. San Diego is especially indebted to the Fairchild-Gilmore-Wilton Company for the present superior condition of our streets and boulevards.

The Fairchild-Gilmore-Wilton Company have been prominent in the upbuilding of several other thriving coast cities, and are always busy in various parts of this or neighboring states. The firm enjoys a most enviable prestige among municipalities and corporations in Southern California.

In addition to street paving the company has handled a tremendous amount of railroad work for both electric and steam railways, and has played a prominent part in laying out and constructing new towns in Southern California. They always have on their pay roll a large force of men and are equipped to handle contracts of all sizes. Their superintendents and engineers are carefully picked men who have had years of experience in highway street and road building, and who are producing results that reflect credit on the corporation. Everything is conducted along the most strict lines, and full value is given in superior work for every dollar under any contract.

At the San Diego office, located at Fourteenth and N streets, estimates are furnished on any class of work with assurance of accuracy as to details.

FAIRCHILD-GILMORE-WILTON CO.

396 Pacific Electric Bldg
Los Angeles

OFFICERS

G. R. Wilton, Pres.
G. P. Griffith, Vice Pres.
F. J. Stanley, Local Superintendent.

Fourteenth and N Streets
San Diego

PAYNE-PRINTER

724 SIXTH STREET
BOTH PHONES

Good Brooms

Made in San Diego. Best Material—Best Workmanship. Patronize Home Manufacturers.

SAN DIEGO BROOM WORKS
320 6th St. Home 2492

THE UNION'S CLASSIFIED SECTION IS GROWING MORE POPULAR EVERY DAY.

CORONADO, CROWN CITY OF PACIFIC, YEARLY GROWS MORE BEAUTIFUL AND ATTRACTIVE



Hotel Del Coronado

Row of Coronado Residences

John D. Spreckels Home

Building Up, Not With Business Blocks, but With Charming Homes; Big Increase in Building Permits; World Famous Hotel Chief Attraction; All Kinds of Land and Sea Sports.

CORONADO grows more beautiful each year and likewise more difficult to describe and at the same time accord to each of its many attractions due justice. It is the second largest city in San Diego county, the only one with a larger population being San Diego. The present figures, \$200, show an increase of 1723 over those of the census of 1910, which were 1477, and an increase over last year of 700. This, of course, does not include the 2000 to 2500 summer residents of Coronado Tent City. The Crown City of the Pacific is building up rapidly, not with immense business blocks or industries but with the more desirable construction of beautiful homes. There is, of course, considerable commercial construction being carried on of a substantial character, and as for the absence of industries, this is a feature which causes the least worry on the part of residents. Shops and factories are not necessary to the growth of Coronado and its people as a whole are quite willing to term those located in the water city across the bay "Home Industries" and promote their interests wherever possible.

Increase in Building

By data the building permits issued in Coronado are far in excess of those for the entire year of 1912. Permits to December 1 last year were 221 and total in value \$33,124. Those for the same period in 1912 were 152 with a valuation of \$283,095. The assessed valuation in 1912 was \$2,750,933 last year it was \$2,261,392.

If there has been a hint of that old "hard times" in any section of the United States it is safe to say that Coronado has heard less about it than any other community. Its people are generally of substantial means, many of them from various eastern cities attracted to Coronado by its wonderful climate, and others successful business men of San Diego and vicinity. This does not mean that Coronado is in any sense exclusively a city of or for wealthy people. The low commutation rate given to residents of Coronado by the San Diego Electric Railway Company, the quick transportation to and from San Diego and the reasonable figures at which residence property is offered, has permitted men and women of moderate means to locate there, and the number of small but artistic bungalows and cottages is actually increasing. In fact, the latter, surrounded by most of these homes are, with well kept lawns,

foliage and flowers, give to Coronado fully as much of its uniform attractiveness as do the more magnificent dwellings and their elaborate grounds.

Unique Combination Enjoyed

Living in Coronado, one enjoys the unique combination of the most pleasant features of city as well as seaside resort life; it has apparently none of the annoyances usual to either. Practically all of its wide contour roads are paved, an immense amount having been expended in the last two years for that purpose. In addition to Coronado being an almost entirely housewalled city it has a splendid park system. There is the large Japanese garden near Hotel Del Coronado, Central Park known as "The Plaza," and Torrey's Boulevard Park. A large playground is being fitted up for children on a portion of the extensive grounds surrounding the new Coronado school and an open air gymnasium will also be provided there.

Coronado has an unlimited supply of the finest water in the world, coming from the same source as that of San Diego, the water sheds located in the heart of the Laguna range. This is furnished for domestic purposes at a minimum rate of \$1 a month. The sewerage system installed making possible connections on every street in the entire city is most complete.

The street car service in Coronado is excellent and the same high standard of cars and equipment is maintained by the San Diego Electric Railway Company as that in use in San Diego. The two large ferry boats operated by the Coronado Ferry Company give quick service between the two cities and are well able to handle expeditiously the immense crowds attracted by Tent City during the summer, the polo games during winter and the various special functions taking place at Coronado throughout the year.

Many Delights Afforded

When one attempts to decide what the chief attractions are to Coronado, with one exception he is up against a question. The equable climate is all important, too, and no better description of it can be made than to say it is a few degrees cooler in summer than San Diego and a few degrees warmer in winter, and San Diego's climate is unequalled the world over except in the above instance. Miles of broad, gently sloping beach on the ocean side of Coronado attract thousands throughout each year, to bathe in the surf or lounge around in the warm sun as their fancies dictate. The Coronado boat house with its splendid

equipment of sail and row boats, launches for picnics, fishing parties, bay and ocean excursions, is also a popular feature. Deep sea fishing near the kelp beds and off Coronado Islands is by far the best on the entire Pacific coast. The run of tuna has been steadily increasing during the past three years and pleasure parties in the launches Neptune and Ordrey from the Coronado boat house brought in 400 of the big fellows in seventy-five trips from August 1 to November 20, averaging in weight about thirty-five pounds or a total of 14,000 pounds. A large percentage of these were caught in true sportsman style with light rod and line. Albicore, yellowtail, mackerel and barracuda are even more plentiful. For those who prefer still fishing there is the 700-foot pier near the hotel.

One can go on indefinitely detailing Coronado's attractions and opportunities for amusement—it's a great place to visit and a greater place to live. Neither is the serious side of life overlooked by any means. Coronado has many substantial churches of various denominations, excellent public and private schools and a \$20,000 free public library donated by John D. Spreckels.

Hotel Chief Attraction

Hotel Del Coronado, justly conceded to be the chief attraction not alone of Coronado but of Southern California, is responsible to a greater extent than any other institution for the world wide popularity and fame of Coronado as an all year resort. Induced at first through the medium of extensive advertising, people of wealth and refinement have come from every state in the Union, from Canada and many from abroad, some to merely satisfy curiosity and others to pay a hurried visit, but all to overstay their self-allotted time and to leave the famous hotel with regret. Year after year many of these same people return to renew the pleasant associations and finally to remain permanently.

Today Hotel Del Coronado is one of the most widely known resort hotels and its patronage is representative of the best society. Thousands of dollars are expended each year in keeping the great hotel in the perfect condition that visitors always find it. This year many costly improvements have been made and additional guest rooms provided, private piazzas built and a large portion of the interior repainted and redecorated. The large salt water plunge near the hotel has been entirely refitted and a number of minor



Fishing Party

improvements made. New equipment has been received for the children's playground on the beach and the outdoor school is proving extremely popular.

Guests at Hotel Del Coronado find themselves in a whirl of gaiety from the time they enter the luxuriously furnished lobby until they depart. Brilliant functions, banquets, balls, card parties, musicales, theatre parties and concerts keep one's evenings fully occupied and then there are the afternoon tango teas and dances.

Business Is Forgotten

Many people come to Hotel Del Coronado to rest, but a few days at the most are required to entirely forget this feature of their plans. Stock and bond quotations are forgotten by the banker, and earnings and dividends are forgotten by the railroad president in their zealous endeavor to take advantage of all forms of amusement provided for hotel guests. Deep sea fishing has its ardent followers and most of them sooner or later join the Hotel Del Coronado Tuna Club. Manager John J. Herzan is president of the club. Motoring, riding and driving are thoroughly enjoyed along the boulevard streets of Coronado and the scenic roads adjacent. Bay and surf bathing is enjoyed all the year and there is the large heated salt water plunge near by. Yachting events are numerous, races taking place on the bay and ocean and participated in by various coast clubs, the San Diego Yacht Club and the Coronado Yacht Club, of which Manager John J. Herzan is commodore.

The Coronado Country Club, of which Major Colin G. Ross is secretary, is reached by electric car from the hotel. The club grounds contain three grass polo fields, an 18-hole golf course and several cement tennis courts. Golf and tennis tournaments are held winter and summer and are open to Hotel Del Coronado guests. The polo season opens today and the ninth annual polo tournament takes place March 1

to 20 in which the famous Pacific coast All-America polo trophy and the California challenge and Coronado junior championship trophies are played for. Noted players from this country, Canada and abroad are to be seen in action here during the season.

CANAL DEATH RATE REMARKABLY LOW

During the month of August, 1913, which probably marked the high tide of American occupancy of the Panama Canal Zone, there was not a single death from disease in the American colony, according to the report of the department of sanitation. This is attributed largely to the work of Colonel Gorgas, which has challenged the admiration of the civilized world.

The report for the month shows that among the employees of the Canal Commissioners there were thirty-nine deaths from all causes. Of these, one, a Peruvian, died of malaria; another, a Spaniard, of alcoholism; the third, a Greek, of appendicitis. The only deaths among white Americans during the month were two from violence, one due to an accident on the railway and the other to an accident in the quarry. Among the 12,451 white American men, women and children in the isthmus connected with the Commission—employees and their families—not a single death from disease occurred.

The exodus from the Canal Zone has already begun. Many of the employees whose work has been completed have returned to the United States with their families. The number of American citizens resident in the Zone will probably rapidly decrease in the future.

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ESCONDIDO ADDS ANOTHER YEAR OF PROSPERITY TO ITS HISTORY



View of Escondido

Valley Is Assured Big Water Supply

FOR THE furnishing of an ample supply of water for the future needs of the Escondido valley, for both irrigation and domestic purposes the board of directors of the Mutual Water company and the trustees of the city have been bending their energies and with excellent results. With the carrying out of the present plans it will soon be possible to irrigate every acre of land within the boundaries of the valley, which contains approximately 13,000 acres.

While continuing their well defined program of improvements to the Mutual water system, as agreed upon three years ago, the directors have this year decided upon a proposition for increasing the capacity of the impounding reservoir from 35,000 acre feet to 50,000 acre feet, which result will be accomplished by raising the reservoir from the 10 to the 100 foot contour. The area of the water supply in the San Luis Rey river, through which the flood waters are diverted during the rainy season and stored in the reservoir as indicated, will be increased by raising the capacity of the reservoir will be borne by a bond issue of the Mutual water system.

Permanent Improvements

Improvements of a permanent nature to the water system the last three years have been made at an expense of about \$50,000, most of which has been expended in tunnel work and the construction of cement flumes the latter taking the place of wooden flumes between the impounding reservoir and the river intake. The 1900 foot tunnel through the Rodriguez mountains, representing an outlay of \$35,000, was completed early in the year, but the work was delayed to the

extent that it could not be used for the transmission of the early flood waters, and the result being that the reservoir was not filled. This year the tunnel and all other of the permanent improvement work was in readiness for the first rains, so that by running 3000 inches of water in the ditches it would be possible to fill the reservoir in thirty five days. The big tunnel was drilled through the mountain of solid rock, the drilling having been prosecuted from the east and the west sides by hydraulic power. The average size of the opening is 5 by 7 feet, and will hold more than twice the carrying capacity of the connecting cement ditches. It requires about 2200 feet of ancient wooden flume, whose use had jeopardized the securing of a water supply for many years. During the year two other tunnels aggregating 300 feet in length, were installed. The first eight miles of the upper ditch line is now in very good condition, most of it with the erection of the tunnels, being of cement.

In view of the fact that the estimated loss of water through defective carrying flumes between the impounding reservoir and the river intake has been estimated at 40 per cent, the directors of the water company have commenced upon the undertaking of replacing the service with cement pipe. The distance is five miles and the cost will be in the neighborhood of \$30,000. The pipe, chiefly 24-inch in being made by the company, at the yards near the city, and is being laid under the supervision of the directors. While this pipe is being laid the company is pumping water for the city of the city from wells within the city limits, on East Grand avenue.

GROWERS EXPECT LARGE RETURNS

In View of Good Prices Citrus Crops Will Yield Substantial Profit

Judging from the excellent condition of the citrus trees and the setting of the fruit the growers at the commencement of the lemon shipments in November, were expecting handsome returns from both lemons and oranges. It was estimated that there would be from one-half to a two-thirds crop of lemons and a three-fourths crop of oranges.

It was also estimated that in view of the good prices which were likely to prevail that the growers would realize fully as much money for the fruit as would be the case with a normal crop. For the season of 1911-12 the growers of the Escondido valley shipped 240 carloads of lemons and oranges, for which they received \$135,750. Of the 240 carloads 55 were of oranges and 175 lemons. The output this season will be increased materially by the young orchards which will come into bearing, and from which trees the top will be much greater, relatively, than from the older trees which suffered slightly from the frosts of last winter. An insurance against frosts the growers have laid in a large stock of smudge pots, both oil and coal burning, the argument being that while they may not be needed it will be well to follow the plan which prevails in other sections of the citrus belt and have them ready for use in an emergency.

THREE MILES OF STREETS GRADED AND SURFACED

Improvement Is Completed at a Cost of \$15,000

At an expense to the property owners of the district of about \$15,000, three miles of Escondido streets were graded and surfaced with decomposed granite last year, the work following in the wake of the paving of Grand avenue the previous year at an expense of about \$7,000. The grading and surfacing of city streets will be continued the coming year, the necessity for the grading of another district of two miles extent. In addition to street grading a large amount of curbing is being laid in the city.

NEW ENTERPRISE TO BE LAUNCHED

Wine Company Plants 50 Acres For the Manufacture of Grape Juice

The enterprise of making a superior quality of grape juice from grapes grown in the Escondido valley is to be launched in the immediate future. The proposition has been under consideration for some time by the Escondido Vineyard and Wine company, which will make the start the coming season by the planting of 50 acres of a choice variety of grapes from which the juice can be manufactured. Prof. E. T. Blodgett, of the University of California, and an acknowledged authority on all matters pertaining to wine making, says that Escondido offers the finest kind of inducements for the successful production of grape juice, the statement having been made after a visit to the valley and a careful examination into the conditions. In the opinion of Manager Conzollino, of the local wine company, a superior product of grape juice can be made from an improved Concord grape, and a good mixture of Alicante Bouschet, which combination, he believes, would furnish an article that would take the place of the juice for which California now pays annually, over \$200,000. Anticipating the launching of the grape enterprise Mr. Conzollino planted the past year a small nursery with such varieties of vines which he considered might be desired the coming season.

REST SANITARIUM IS OPENED IN ESCONDIDO

Chicago Woman Physician Completes Institution at Cost of \$20,000

Representing an expenditure of about \$20,000 Dr. Jessie D. Doody, a Chicago physician, who has maintained a country home in Escondido for several years, has completed a sanitarium, which she has named "Sanitarium del Penasco," or "Rock Lodge Sanitarium." The sanitarium is a beautifully situated on the hillside, overlooking the valley from the west. Although designed as a sanitarium for rest and cure, it is equipped with a surgical operating room and will be used for general sanitarium purposes. The building has 21 rooms. The institution was opened in December.



Escondido Reservoir

FANCY PRICES OFFSET OUTPUT CURTAILMENT

Value of Dairy Products in Escondido Valley Estimated at \$150,000

The curtailment of dairy products in the Escondido country, on account of the light rainfall last winter, has been offset by the fancy prices which the producers have received for milk, namely, \$150.00 for the value of the dairy products of the Escondido region.

At the San Paqual valley creamery, where the cream is made into butter on the co-operative or mutual plan, and sold in the San Diego market, it was estimated by Manager W. F. Will, early in November, that the product of the creamery would average 41 cents per pound as compared with a little better than 30 cents for 1912 and bringing the approximate amount distributed to the dairymen to \$50,000, as in several years past.

Relatively the same showing is made by Manager A. E. Watrous of the Escondido Creamery, from which the cream is shipped to the Hage emporium in San Diego. With the installation of numerous pumping plants and the devoting of a greater acreage to the growing of alfalfa in all sections of the country it is expected that the coming year will see a notable increase in the dairy business of this region.

Escondido Sustains Its Reputation for Profitable Production

Outside of the wine grapes the vintners of the Escondido valley realized about \$20,000 for muscat grapes, of which \$15,000 was for the grapes shipped in the green state, and \$5,000 for raisins.

Escondido continues to sustain its reputation as a poultry raising section the industry representing an investment of about \$75,000. The value of the year's shipment of poultry and eggs came close to \$100,000.

Shipments of cattle in the Escondido country are estimated at \$25,000 for the year. Dealers assert that every available acre of hay and grain land in Escondido will be devoted to that end, and that with a normal rainfall a big crop is expected. Some of the first sowing was done in November.

San Diego plans to have its Exposition buildings completed by March 1, 1914, that the landscape gardeners may have the year to decorate with trees, vines and flowers before the gates are opened January 1, 1915. It will remain open the entire year of 1915.

For Choice Home Building Sites

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Wouldn't it be a wise thing for you to get a few acres now and reap a handsome profit when all these things are accomplished? We are splendidly fixed to serve you in anything in the real estate line, either improved or unimproved, as we have the largest fruit land business in the county, 25 years' experience behind us, highest bank references and six automobiles every day between our office in San Diego and our office in Escondido. Our customers all make money, because we know the land business from the ground up, and do not sell them anything that isn't good. Our planting propositions appeal strongly to those engaged in other business. We furnish the land, water and trees, and take care of and grow an orchard or vineyard for you for just about what you can buy the raw land for elsewhere. Call at our San Diego office, corner Fifth and Broadway, and get our prices and literature and see samples of soil and fruit, or write

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POTRERO TOWN OF MANY ATTRACTIVE FEATURES

Cluster of Beautiful Valleys, Surrounded by Old Granite Mountains.

CLIMATE ALMOST PERFECT

Homes Are Pleasant, Public Schools Good, and Lands Very Fertile.

The Potrero include three valleys, Potrero proper, Round Potrero and North Potrero. This cluster of beautiful valleys surrounded by grand old granite mountains and filled with beautiful live oak trees, lies at the head of the noted six mile Potrero grade on the main boulevard to Imperial valley, forty-three miles from San Diego.

The elevation is 2300 feet above sea level, and the climate is almost perfect, being above the fog line and below the severe cold of the higher mountains. There is present about 500 acres of deciduous land, mostly under cultivation and pastures. This land is well adapted for dairy and bee raising, also fine for hay, grain and all kinds of fruit, berries, etc. It will grow splendid peaches, pears, apples, prunes, grapes and many other kinds of fruit, without irrigation.

Established Homes. About twenty families have pleasant homes in this section. There is a good public school, and a fine new school house will soon be built. Potrero has a good local telephone system, and is connected with San Diego by the Sunset system. It has post-office, stores, tri-weekly mail, also the Imperial valley auto stage, etc. It is cold water is found in abundance at from ten to twenty feet, in a granite formation.

Potrero is about two miles from Tecate, on the Mexican border, where the San Diego & Arizona Railroad will pass, and traffic arrangements will be made for freight and passenger service for this section. The railroad is now advancing rapidly at the west end and will pass the full length of the valley, entering the United States about six miles east of Tecate on the Campo road.

New County Road. A fine new county road is now being built to connect Tecate with Potrero and the main road to San Diego.

Land is for purchase in lots of \$1500. \$5000 and upwards, according to location. A number of good homestead claims have been taken since this land was thrown out of the forest reserve last July, and a few more small places could be taken, suitable for fruit and other crops.

The Potrero (about 1000 ft. of St. Jo's) has a beautiful and scenic view of the Bay of Mexico, San Diego, and a beautiful location of 160 acres in Potrero, and in the near future will be a large and beautiful tract of land, with fine springs of cold, pure water, and beautiful oak trees for shade.

Potrero, Mexico, is a fine fertile valley, with a thriving little town near the border. It is a beautiful and scenic view of the Bay of Mexico, San Diego, and a beautiful location of 160 acres in Potrero, and in the near future will be a large and beautiful tract of land, with fine springs of cold, pure water, and beautiful oak trees for shade.

POWER AND LIGHT PLANT COMPLETED

Will Furnish Cheap Current for the Ranchers of the Escondido Valley

To furnish cheap electric light and power to the ranchers of the Escondido valley for the lighting of their homes and for the operation of pumping plants, the Escondido Light & Power company organized a year ago with a capitalization of \$100,000. The company is the property of the directors and larger stockholders of the Escondido Mutual Water company. The stock is sold by stockholders of the company and the light and power are to be delivered only to the stockholders of the water company. The electricity will be generated by the fall of the water from the Imperial reservoir, situated in the mountains of the Colorado range, at the foot of the San Jacinto mountains. After being put to his use the water will be allowed to continue on its course down the canyon and into the Imperial valley, where it will be used for the irrigation of the land.

An auxiliary plant on the Rincon reservation will be installed at the same time for the generation of electricity. The present capacity of the reservoir is 100,000 acre feet, but when the reservoir is completed, it will be 150,000 acre feet. The water will be used for the irrigation of the land, and the electricity will be used for the lighting of the homes and for the operation of pumping plants.

The Escondido Chamber of Commerce, of which Mr. Edgar B. Hall, who has been its secretary for several years, is president, is the organ of the chamber of commerce. The chamber has a number of officers and a number of members. The chamber is the organ of the chamber of commerce, and it is the duty of the chamber to represent the interests of the chamber of commerce.

GENERAL PROSPERITY REIGNS IN ESCONDIDO

The banks of Escondido—two national and two savings, have earned handsome dividends for their stockholders the past year, and have added materially to their surplus funds. The approximate deposits of the four institutions are about \$700,000.

The postoffice of Escondido, with its two mail free delivery routes and three express routes, shows important gains for the year. The receipts now being in excess of \$10,000.

The installation of a line of auto trucks between the valley and San Diego has divided the honors of creditable shipments. The figures are not available, although it is thought the shipments have aggregated about the same as in 1912, as follows: Cream, 261,378 pounds; hay, 157,249 pounds; fruit and vegetables, 161,125 pounds; butter, 145,163 pounds; wool, 58,379 pounds; eggs, 280,110 dozen.

The expenditure for new buildings in the valley and tributary country is estimated at \$750,000, the sanitarium built by Dr. Jesse Dodd at an expense of about \$20,000 being the largest. A number of model, one-story homes have been erected in the valley, the best including one each for Dr. J. H. Cline and Dr. J. H. Cline, the latter being a new owner to the city. The Standard Oil Company has installed several thousand dollars' worth of new tanks and buildings.

By bond issue the Escondido grammar school district secured the funds during the year for the purchase of half a block of land adjacent to the half on which the city grammar school stands. A kindergarten school is in operation on a portion of the lot and part of it will be used later on for the accommodation of an addition to the grammar school.

WINE GRAPE CROP VALUED AT \$60,000

Price Increases From \$6 to \$14 a Ton in Two Years; Going Higher

The development of the wine industry promises much for the future of the Escondido valley. This year's crop is estimated to be worth \$60,000.

In two years the price of wine grapes has increased from \$6 to \$14 a ton, and the prospects are that as high as \$18 a ton will be paid in the coming season. Manager D. Corzolino, of the Escondido Vineyard & Wine company, says that his company was unable to get only about one-tenth of the tonnage of grapes it could have used, having secured the product of only about 200 acres of the vineyard. "In my opinion," says Mr. Corzolino, "there is ample room in this valley for 200 more acres of wine grapes, which could be grown at a good profit. The past season there were three buyers to one seller."

The Corzolino company, which has done much in the wine culture of wine grapes, in some instances more than doubling the production of the vines, and securing as high as five cents an acre, is now planning to add 50 acres to vineyard this season. The company will also continue the good work of improving the vineyards either owned or leased by it.

Mr. Corzolino says that Escondido wine has a fine standing in the market. "I could have sold over \$100,000 worth this last year," he said. "The selling is an easy matter. What we want is to get more people interested in the growing of the grapes."

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SERMONS IN STONES, BOOKS IN RUNNING BROOKS OPEN TO THE WAYSIDE CAMPER

There Is a World in the Mountains of San Diego County That Has Never Been Discovered, but to Get Into It You Must Keep Your Feet on the Ground.

By Francis X. J. Biemann.

DO you feel like a sucked egg—merely a good looking shell with everything that makes for energy and vitality gone? Is your brain fuzzy and has a "what's the use" feeling crept into your soul? If these things or their like come to pass in your system, consult your good, trusted family doctor to make sure it's nerves, and if it is, he will probably give you a little strychnine in one form or another and a little common sense advice, besides, on how to take care of yourself by not working too hard, by reckoning, however, with your boss and your landlord? Any way, ask him whether he won't let you substitute a donkey for his prescription. The chances are that the donkey will win.

The ordinary donkey or burro is a mass of temperamental contradictions with two hind legs, a scabbling head and when he is used as a medicine, he is taken externally. First, he should be packed with a frying pan, a side of bacon and a small sack of flour and allowed to ramble where you will, if that is possible, over the mountains while you follow with rifle or shotgun.

Worries Refreshing Once

It must be understood that a donkey produces worries peculiar to himself but they are new ones, refreshing ones that will lead you into that wonderful, unexplored region of the world which is called "The Psychology of an Ass."

I shall never forget my first lesson. It was given me in no more than five seconds after I had matriculated. The donkey's name was Carmen and she was brought to be from Mexico where she had been taught to run a tight ship. I didn't know anything, at the time, about this severing of family ties, I thought that it was her compelling for a walk, which came in the form of a life that caused her to ponder stark, stone-covered mountains across stalling, blue mesas. All Carmen wanted, however, was something that would take her mind off her maternal instinct. A club merely aroused her high Spanish pride and made her hind and work like a station engine. A potato was next resorted to, applied some distance from the other end and with some good result. It aroused in her a curiosity to study the rational biped who had started for his destination backward. At the first attempt, she moved at least three feet in the desired direction.

Meanwhile she was preening over the destinies of that part of the expedition which, in the form of a wobbly backboard, was tied to an old horse in such a way that when it bumped him, going down hill, it wouldn't jolt his teeth out.

By the way, every pronoun should have an antecedent expressed or understood, but to avoid ambiguity, let the antecedent of this "She" be guessed at.

Her San Diego complexion had gone through so many contortions, under a flicking sky that the village was named her Pain in the Face.

Village was can always be differentiated from the rest of the population by the cellular collars and red ties they wear when they are dressed up.

Exceeded His Guarantee

Anyway, the horse's name was Bill, a gentle creature, who was guaranteed to stand wherever he was put. He exceeded his guarantee. He stood whether he was put or not.

No living thing, however, can remain stationary forever and understanding this fundamental principle of biology, we merely kept our animal heads in the direction we wanted to go, and the horse, who had advanced no farther on his journey before the day that we couldn't see the starting point. Why fret because it wasn't farther? If you should ever go strolling behind an old horse and a new donkey, remember there is nothing between you and the end of the world but space which they will annihilate in time.

Indeed, it is that "don't care what happens" feeling that rubs the element of peace and pleasure into the prickly hide of fussed-out people, who, thereby, learn to discover a new land in every turn of the road and a new world in every shady nook. Such exquisite little things as the gold and green of a bug that drops into a pool of water and the gleam of a deer's eye driver whose fleeting impressions are mostly of immensity. He generally misses the main road and seeing again and again only the big things, they lose their charm.

Although disagreeable things happen to the traveler about or aboard a donkey, yet, looking backward, they afford many a smile in reminiscent hours. Herr Baron von Schitzel, for instance, is a pot dog who is all long except his crooked legs. On cold nights we divide fees with each other under the same blanket. He is a good yet a big dog and has a habit of rubbing off from under cover into the dark after some real or imaginary menace in one of our night, the menace was a rat. When he started back to bed, he made his proximity known long before he was visible. He was the moving core of an all conquering odor which seemed to envelop him like a blanket of mist. How he ever managed to carry the mass of it on top of him seems impossible to understand.

Fuzzed the Pup

What puzzled Schitzel, however, was why he wasn't admitted again to the night and privacy of the blanket. The night was cold, and, besides, he evinced a disposition to hide himself from the face of the earth. In fact, he was a free, far, far, far, and his meals were brought to him on the end of a stick while the outfit halted many a day until it could again approach civilization with some sense of self respect.

New to it all over, it's funny how a donkey's sad, reproachful eyes, when he is left in solitary vastness under that distant tree, seem now to

have had a twinkle of humor in them. And, too, there was no need of worry that coyotes would eat him. His flavor wasn't right. So everybody concerned slept from dusk to dawn, and the recollection of it is worth all the trouble unless it should have happened to a man who was born with a grudge in either hand. But a decent dog wouldn't own a man like that.

Breaking of skunks, one of them, on a recent cold night, and the usual, select, evening gathering in Johnson's store at Campo. Its tall, erect and defiant, it refused even to meet the eyes of the men who were deprecating the destinies of nations, and went straight to the egg box which it climbed and, taking an egg between its paws, threw the egg on the floor and ate the yolk.

Murray Johnson, the proprietor of the eggs and the store, is a human being and, like an ordinary human, has a heart. As the shell of the first egg cracked, there was a corresponding crack in his heart for eggs at the time were 70 cents a dozen and he was Charles Cameron, the village blacksmith who was present and vouches for the story, drawle it:

Skunk Consumed Profits

"You know, we felt wanted to rush for that damned skunk and ketch it because skunk hides are worth a dollar a piece and money is scarce in Campo but Murray Johnson's business to think of it was afraid that if we interfered with that skunk, it might ruin the stock and bust him up. So he raised his hand to keep off and we just had to stand there and watch the critter eat eggs until it was plumb full and then walk out. It came again unexpectedly the next night and did the same thing all over. That skunk cost Johnson \$1.80 in eggs and ate up his profits for a week."

"It seems to me, anyhow, that every one thing that comes to Campo calls at Johnson's store first and then creeps out into the desert and dies." Nearly every wayside store is a stage of confusion, far superior to the hand painted affairs you pay a dollar or more to see in a show house. Linger around long enough for the natives to get over shying at the shine on your tan shoes and you will hear more hard-headed, common sense, delightfully expounded by some inglorious philosopher, who is trying to chew plug tobacco between two teeth that don't meet, than could ever be expected from the combined faculties of Heidelberg, Harvard or Yale. What would a professor of any of these three institutions know, anyhow, about handling a skunk that was eating his high-priced eggs?

Possibly the cheapest and, taking it all around like a load stool, the most satisfactory and delightful way to travel is in a modified form of the old-time prairie schooner. In Arizona, it is called a democrat and a democrat in Arizona which doesn't vote, is a small, covered wagon which is pulled by two burros. That kind of a democrat is a handy thing on a route. You have no tent to pitch when you are stopping along a roadside for only one night. You pull the wagon into a sheltered nook, build a fire for supper somewhere near the tail end while the wife stretches mattresses and blankets over the wagon bed or, better in dry season, under some tree where you can lay on your back after the evening meal and let your soul hit the stars. The advantage of a democrat is this. It saves loading and unloading. With it, two burros can haul more, plus the family, than three can pack. Wherever you are, there you are with your home all made up for the night.

Climb Like Goats

On the other hand, a burro train gives you wings not for speed but for altitude. With a democrat, you have to follow, at least, wagon trails. With a burro train, you can climb up a mountain regardless of trails, like a goat, and wander about untrodden plains or strips of plains that stretch sometimes for several hundred acres with here and there a spring but for altitude. With a democrat, you have to follow, at least, wagon trails. With a burro train, you can climb up a mountain regardless of trails, like a goat, and wander about untrodden plains or strips of plains that stretch sometimes for several hundred acres with here and there a spring but for altitude. With a democrat, you have to follow, at least, wagon trails. With a burro train, you can climb up a mountain regardless of trails, like a goat, and wander about untrodden plains or strips of plains that stretch sometimes for several hundred acres with here and there a spring but for altitude.

It is better to travel through Southern California via donkey than horse. Donkeys or burros or asses, whatever you have a mind to call them, have more sense than horses. A horse fancier, no doubt, will deny this statement. A burro driver, who loves his animals, will wear with equal vehemence in the opposite direction. The burro, however, has one obvious advantage. He doesn't have to be fed; a horse does. With a horse, you have to have water twice a day and hay at least once a day, and hay is high. It is also cumbersome to carry. In case of a pinch, you can wear your burros two days and even longer without water and they will get along. They will thrive on what grows beside the road or on the spiky vegetation of the desert. Mexicans of the peon class will weight a burro down with 50 pounds of hay and a day and reward the patient animal at night with a kick. If you, who have enjoyed the advantages this government gives its people, should do that sort of a thing, it is an even bet that you best your wife. A little grain, a few handfuls morning and evening, will win any burro's heart and you best your wife with all the affection and faithfulness of a dog.

Better Than Insurance

Burros are better than a paid-up insurance policy if you should be lost in the mountains or on the desert. Turn them loose and follow them blindly and they will lead you straight to water if it is anywhere within 20 miles and where there is water you will find civilization and supplies close by. And in camp, they seem to be the life of it. Their little disregard for conventions gives one that sense of companionship which is the charm of true aristocracy. This may seem ridiculous to a slave of the society page but anyhow Carmen, who has a genuine Hapsburg nose and an under lip like King Albert, instead of presiding at our meals, she presided at our meals and we felt it to move in her set. She would nibble daintily at the napkins before them and during them she was willing to let us have a little of everything on the festive board.

Roadside camps are found everywhere in San Diego county during the summer and winter season in summer particularly, camp fires can be seen wherever there is a spring or stream. People leave Imperial valley for the mountains to escape the heat of the desert and they come from San Diego to escape the rush and worries of business.

The Imperialite is easily distinguished. Grandfather, the wind splitting his whiskers, usually drives the machine. He cares little for style. He probably settled in the valley before ever an irrigation ditch was opened and time and toll made him rich. His descendants of the third generation, lusty youngsters, all are pitched on top of a pile of bedding in the rear of the machine which often has a gas engine and a wheeled rig, loaded with tent and pots. He is always cheerful and goes for roughing it as a debutante goes for carnations. The Imperialite stays during the hot season. The San Diego usually spends the week's end in the mountains. Any number of San Diegans and their machines with grub, blankets, wife and kids and all are pitched on top of a pile of bedding in the rear of the machine which often has a gas engine and a wheeled rig, loaded with tent and pots. He is always cheerful and goes for roughing it as a debutante goes for carnations.

bearing through one lung, I could hardly breathe with the other and I had acute pains along the shoulder blades where wing fuss is supposed to grow some day. I began to suspect that I was approaching my heavenly reward but like a good many other human beings who have been just "fellers," I made up my mind that I wanted to linger around here a little longer even though the streets up there are paved with gold. Possibly, it's due to the shock of too much sudden change.

Escapes Pneumonia

Well, I appealed at the first house for assistance. A quaint little attic room was given us. My skin over the lungs was pricked with needles. The principal was easy to understand, of course it was "letting it from the inside out." Plasters were piled on my chest and blankets on top of the plasters. I was steamed, stewed and basted in hot drinks. Whether these remedies all worked together as dependent parts, I don't know. Perhaps they disorganized into a sort of bushwacking warfare. However, one thing is certain. Something worked for the next morning I had escaped dread pneumonia. In two days the fever was gone and in three I could eat an egg. Pretty good, I thought, for doctors who couldn't recognize a germ if they found one hanging to the whisker.

Naturally Want to "Flop"

The editor of this New Year's edition requested me to write a story on "Wayside Camps in San Diego County." I have heard me kill deer that I never saw and mountain lions, too, the same way, and although I consider it justifiable to deceive an editor because that is the way he makes his living—he pretends to know everything. I thought it might pinch my conscience if I thought that I deceived the great American people, therefore let me tell the truth by plainly saying that there is nothing in wayside camps no nearer to "flop" than "flop."

After you have rambled wherever fancy led you through the day, catching the fragrance of vagrant winds that plifer from hidden flowers in the wilderness and studying the ephemeral growth of your nut brown whiskers in some limpid, moss-rimmed pool, you naturally want to "flop" which means that you want to pull your shoes off to ease your corn-covered feet and stretch out. Well, "flop" you have thousands of square miles stuffed full of all kinds of beauties to do it in and by beauties the broiler kind are not included. If you don't know it, it is time to learn it now, for senior artists come to San Diego county for inspirations.

The people of the mountains are uniformly so kind and hospitable that they would be glad to entertain a tax collector or book agent. They are often found rambling or daydreaming, pretty, well-watered little valleys hidden behind some blue ridge and untraveled. There they live in absolute peace which industry and awe isolation bring them. They have a few hours afterwards another derelict came to camp. He was a strong man physically and had good mind—a clear brain that he hadn't even the crust the other had. He developed that he was the man who gave the other the pair of shoes. He began by doing a little work and did more and more until he did it all. It was a study to watch the cunning with which the weak man escaped even the reward.

Another Derelict Arrives

A few hours afterwards another derelict came to camp. He was a strong man physically and had good mind—a clear brain that he hadn't even the crust the other had. He developed that he was the man who gave the other the pair of shoes. He began by doing a little work and did more and more until he did it all. It was a study to watch the cunning with which the weak man escaped even the reward.

The other day I caught a cold in camp and that night a knife was

SAN DIEGO

WHERE RAIL AND TIDE MEET
THERE CAST ANCHOR

We Are the ANCHOR WATCH!

Let us point out the trustworthy Mooring in the Safest Harbor

We stand at the bow of the ship "San Diego." As the lookout ahead, we keep you in safe waters, point out the sure ground, guarantee your anchorage; and through the night of ignorance of true conditions, amid the dangers of hustling, hurrying, conflicting, assailing "propositions," we stand guard over your interests.

What do you want to get out of San Diego? The nicknames of the city are two-fold—"The First Port of Call North of the Panama Canal" and "The Ideal Home City." These two aspects typify your desire—AN INVESTMENT AND A HOME.

We have the real estate situation here at our fingers' ends. Whether you want to buy or rent land, shop or home, we can secure for you the BEST LOCATION POSSIBLE FOR YOUR MONEY. We can rent you space in the ARCADE BUILDING, in the very heart of the retail district, for less than any similarly located shop room in the city. If you want a home—a true California home—bathed in sunshine, bowered in roses and overlooking a marine and mountain view, we are in a position to show you the most desirable HOMES FOR SALE in San Diego. If you prefer to build, we can supply the best improved and most ideally located lots in the city, and furnish money for building to lot buyers on long-time mortgage at 7 per cent.

PROPRIETORS, ARCADE BUILDING; GENERAL AGENTS, BURLINGAME, EAST BURLINGAME, NORTH PARK, HECTOR SQUARE, MALTA SQUARE.

GEORGE E. BUXTON INC.

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BETWEEN B & C STREETS, ENTRANCES FOURTH & FIFTH STREETS

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Opposite the Plaza where we will be better equipped than ever to take care of your needs in the Typewriter and office equipment line.

San Diego Typewriter Supply Company

Home 2325.

Main 2595.

For those desiring a climate where living can be enjoyed every day of the year to the fullest extent, with the addition of good educational facilities, and the highest products and most modern comforts of civilization, San Diego presents, in its rapidly growing city, the ideal location for which they are inquiring.

The death rate of the city is below the average. Equability of temperature, almost perpetual sunshine, tempered by cool breezes from the Pacific, pure, filtered mountain water in abundance, an excellent sewer system, and general sanitary inspection produce these results.

San Diego is one of the most healthful cities in the world. The total annual death rate for 1912 was only 14.7 per 1000 inhabitants for residents and 17.8 for residents and non-residents combined. The total average death rate of the United States is 15.4.

(Continued on Page 12)

NATIONAL CITY HAS RARE SUBURBAN ADVANTAGES

Transportation Facilities, by
Sea and Land, Assure Its
Future Growth.

INDUSTRIES ARE NUMEROUS

World-Famed Climate of San
Diego Bay Region One
Of Attractions.

Adjoining the city of San Diego on the south, along the eastern shore of San Diego bay, is National City, San Diego's most advantageously located suburb, enjoying all advantages of harbor, climate, back country and railroads with San Diego, the Exposition City.

Opposite National City San Diego bay reaches its greatest width, about three miles, and this ample harbor width obtains along practically the entire length of National City's two and one-half miles of harbor frontage. The depth of channel at National City ranges up to thirty-five feet, with nowhere a depth less than twenty-two feet at mean low tide. The average channel width at this point is about one thousand feet, giving a natural channel ample to accommodate all coastwise shipping and a considerable amount of foreign trade without dredging. Experts are of the opinion that dredging to increase the width and depth of the channel, the construction of bulkheads and reclamation of large areas of tidelands can be accomplished at a comparatively low cost.

National City is the southwest terminal of the Santa Fe Railway. The San Diego & Southeastern Railway furnishes rail connection with the country south of the city. The electric cars give rapid transit to San Diego, Chula Vista and Otay.

Shipping Advantages
Combining as it does railway and water facilities for shipping, with large areas of undeveloped lands adjacent to the bay shore, National City has recently come into prominence as an industrial center. The San Diego region has recently experienced phenomenal industrial and commercial growth of San Diego, with its consequent rapid taking up of harbor frontage and rise in value of industrial sites, has caused the industrial district of that city to grow and expand, and much of the growth of the last few years has been along the bay shore in the direction of National City.

The past eighteen months have witnessed the beginning of real industrial development at National City and all things point to an even more rapid development in the near future.

The Santa Fe railway system is located at National City. It extends for about one mile along the bay shore and is reached by a road which is presently reached by a 2,500,000 railroad tie plant, a vast amount of other timber, poles, etc., stored in this plant. This material yard was established about eighteen months ago. At present both coast and foreign shipments to the local yard are handled by the Santa Fe docks, but a plan over the Santa Fe is under consideration by the Santa Fe Company. A timber-treating plant will probably also be established here by the railroad company in the near future.

Leading Industries
The California China Products Company occupies a fine site within one hundred yards of the bay shore, where the connection with three lines is available. Although recently established, this plant is rapidly becoming a large place among the industries of the Bay Region. The China Products Company handles clay and its products, "from clay pit to kiln," specializing on tile.

The San Diego Vitified Brick and Clay Products Company, recently located on the water front at National City, is engaged in brick manufacture. The San Diego Brick Company has opened a small ore reduction works near the railroad yards and plans a more extensive plant in the near future.

A cigar factory, with good prospects for substantial growth, is the latest industrial enterprise to be started in National City.

A site has recently been secured by a company to engage in the quarrying of marble and fine stones, as soon as the new San Diego & Arizona Railway is completed to its quarry. Other small industries have been located in the vicinity and are looking for sites.

Lemon Shipments
The lemons shipped north and east out of National City during the season of 1913-14 were valued at \$1,250,000, and constituted about 1200 carloads. In this city is located one of the largest lemon-packing houses in the United States. This plant occupies a site adjacent to the railroads. It is housed in a building 350 feet long and 115 feet wide. The San Diego Fruit Company, owners of this packing house, grow, pack and ship about 400 carloads of citrus fruit annually.

During the winter of 1913-14 about three million pounds of lemons were converted into citrate, citric acid, lemon oil and other lemon products at the plant of the National City Citrus Products Company in this city. Climatic and soil conditions at National City are ideal for lemon culture and large returns are realized from orchards. Oranges are also grown extensively. Delicious fruits of all kinds thrive in this vicinity. An average of two and one-half tons of apricots to the acre was the production of one orchard in National City in 1912. Grapes do well.

Flowers Flourish
To the lover of flowers the climate and soil of National City offer wonderful possibilities for floriculture. All kinds of vegetables and berries do well in this vicinity and are readily marketable at good prices.

The water supply of National City comes from the famed Sweetwater dam, which, since its rebuilding, is capable of conserving a seven year supply of water. The distributing system in National City is better and far more complete than is usually found in cities of the same size.

The world famed climate of the San Diego bay region is enjoyed at its best in National City.

Interurban car service, with a 5-cent fare to San Diego, makes National City an unusually favored spot for suburban residences. On the hillside that slopes gently to the bay from the heights surrounding National City are located some of the

Street Scene in National City



JAMUL A LAND OF FERTILITY AND MONEY

Fertile Ground and Frequent
Rains Give Farmers Boun-
tiful Crops.

Probably no other state can show such variations of climate within a few miles as California, and Jamul with its peculiarities may be an illustration.

Lying as it does at an elevation of from 1000 to 1600 feet, protected from the desert winds by Lyons mountain with its chain of spurs, and with San Miguel on the west to break the chilling coast fogs, it is the proud possessor of a climate of its own.

Then, too, on crossing the Sweetwater at Jamacha, one enters the region of spreading live oaks and rugged white oaks, of living springs and green hills.

The cobblestone hills of the coast district are replaced by sharper peaks and cool canons, by bold masses of granite with their drapery of vines and clinging bracken. Evidently it has at some time supported a dense Indian population, as around the springs the rocks contain innumerable "pot holes" or mortars in which these first settlers ground their acorns or grain, while the earth is strewn with fragments of broken ollas and numerous arrow points, stone hammers, etc.

Here, too, are several relics of early civilization. On the lower part of the Jamul grant still stand part of the walls of an old Spanish hacienda, the destruction of which was the kidnapping of the two daughters of the house as described by Gertrude Atherton in her "Splendid Idols."

"Stuck away in Mexican Canon, with only its roof gone, is a little thick walled adobe, built by a gang of road agents in the days of the San Diego-Yuma stage line, and up in Lawson Valley is a cave that witnessed a desperate fight between the settlers and the last grizzly in the sixties."

Not only is it a choice climate, but a productive one, too. Thirty years back it was practically given up to cattle and bees. With growth in other directions the teachers and grapes are all a source of profit, one man having 5000 stands and claiming an average yield of a case of honey (150 pounds) to the stand.

Then, hay and grain are largely grown, as having almost two-thirds of the land in San Diego, these crops practically never fail. With the advent of the motor truck, however, fruit seems to be the coming industry.

Growing as they do, without irrigation, and in our equable climate, apples, peaches and grapes reach a perfection unknown in the coast fogs.

As an illustration of recent development in the last year, the county has spent, or is spending, under contract, about \$100,000 on the roads, and after the rains the new roads and automobiles will find the thirty-mile drive from San Diego to Lawson Valley one well worth taking.

San Diego is a city of churches, with every denomination well represented.

The National City has a school system unsurpassed in California—a state noted for its fine schools. The buildings and equipment of the schools are of the latest and the teachers are broadly trained and widely experienced. Manual training, domestic science and all modern branches of school work are included in the course of studies of the National City schools.

The National City fire department is well equipped, using automobile apparatus, and is efficiently organized. Churches of Adventist, Baptist, Congregational, Episcopal, Methodist, Presbyterian and Catholic denominations own their houses of worship in National City.

Leading fraternal organizations are strongly represented.

The retail section of the city is rapidly developing.

Two strong banks have combined deposits totaling about \$300,000, an increase of 100 per cent in two years. Recent improvements.

A quarter of a million dollars has been invested in new buildings within the past twelve months. The city has had no fast automobiles, and is now mining but I was happy. I was sure I would never drink again, you understand, but I did. Such a man like me should marry a good woman."

There is a world in these mountains that I believe has never been discovered. The rich man who insists on staying in fast automobiles can't discover it nor the proud man on horse. To get into it, you must keep your feet on the ground. And, oh, the wonder and beauty of it all; and the appetite too!

Industrial development is based on substantial and unchangeable advantages which assure its constant growth. All kinds of work can be performed throughout the year without hardship or drawback.

Southern California is a paradise for automobileists. More than 300 days in the year can be utilized for motoring without discomfort, and the routes available are matchless for scenic beauty.

The commercial and social atmosphere in San Diego is broadening and upbuilding.

LEMON GROVE HAS MANY ADVANTAGES

Cosy, Restful Homes Abound
In Prosperous Suburb
of San Diego

Nine miles east of San Diego, on the Cuyamaca Railroad, lies the town of Lemon Grove. It is a community of some 800 people. It is primarily a town of houses located in the lemon and orange groves. There are about 300 acres of bearing citrus trees contiguous.

A great majority of this fruit is shipped through an association which is a part of the California Fruit Growers' Exchange. About 250 cars are shipped annually.

It has two general stores, two real estate offices, a barber shop and a lumber yard. Most market, fish wagons and laundry wagons call once each week. All the conveniences of life are at the command of the Lemon Grove people. It is primarily a town of houses located in the lemon and orange groves. There are about 300 acres of bearing citrus trees contiguous.

The city of Chula Vista is situated seven miles south of San Diego on an eminence overlooking the bay. It commands a full sweep of the Pacific coast, Coronado, Point Loma and San Diego on one side; on the other, rolling hills with a background of mountains.

It is connected with San Diego by the electric car line, there being nine trains leaving Third street and Broadway daily.

Chula Vista is a large lemon center, and last year produced one-seventh of the lemons grown in the United States. The orchards are fast being used for homes, it being an ideal location, with all city conveniences, where one can enjoy a rural life. Here one can grow anything that grows in California, the soil being rich, sandy loam, with no rocks. It has the cheapest water for irrigation that flows through iron pipes in California, furnished from the famous Sweetwater dam, six miles above Chula Vista.

Among lemons, oranges and flowers is the Frederick's Home to the Aged, one of the finest in the state, which is located on a tract of fifteen acres. Chula Vista has two good churches, a fine grammar school, two banks and many business houses, including five large packing houses to handle the fruit. Among the important enterprises is the Tracy Brick and Art Stone Company, which occupies a plant costing \$150,000. A fine yacht club provides the sports of sailing and racing on the most perfect bay in the world. The club extends a cordial welcome to the newcomer.

peaches, but because they stood head and shoulders, as to quality, above the irrigated peaches.

The dry-farmer becomes a stock raiser, a dairyman and the best again good hard agricultural sense in keeping stock on the farm. The dry-farmer, with a site on the farm and store, is a 10 to 20 inch rainfall, on arable land, unless for one reason, lack of capital, "Rural Credit," no to speak, to carry him over the first years of the habit of his land. The most successful farmers are those who are intelligent, brainy, progressive, up-to-date and hard working. They are industrious, who always sees that the best of his brains goes into his soil. That kind of a farmer is to be the coming farmer and California, had she all her farmers and ranchers converted to the doctrines of dry-farming, she would increase her income millions upon millions of dollars.

In closing this article I can do nothing better than urging that every library or the state secure for itself one or more copies of Prof. Widdows' "Dry Farming." A better or more valuable agricultural book has never been written. The theory and practice of semi-arid land cultivation is there exemplified and clearly demonstrated.

California today is unconsciously suffering from ignorance along dry-farming lines. She badly needs the coming of California, during 1915 of the Dry Farming Congress Convention.

Opening Panama Canal
Will Mean More People
for San Diego County

Based on data now at hand, it is the opinion of those conversant with the situation that the opening of the Panama canal will mean a rapid and substantial increase in the population of San Diego county. According to reports the large majority of those coming belong to the more thrifty agricultural classes.

A Norwegian consular representative estimates that 2,000,000 Europeans will be added to the population of Pacific coast cities in 1915, the year of the Panama-California Exposition in San Diego.

More than 76,000 tickets to various points on the Pacific coast already have been sold in Berlin alone, and it is estimated that 90 per cent of these tickets have been purchased by German farmers.

The encouraging aspect of the European movement is the fact that a heavy per cent of these ticket buyers are thrifty German farmers. These Europeans will not remain in the cities. They will go into rural sections of Pacific coast states and other states of the West where they can acquire land. They will become producers of wealth.

The commercial and social atmosphere in San Diego is broadening and upbuilding.

The world famed climate of the San Diego bay region is enjoyed at its best in National City.

Interurban car service, with a 5-cent fare to San Diego, makes National City an unusually favored spot for suburban residences. On the hillside that slopes gently to the bay from the heights surrounding National City are located some of the

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EYES OF RAILROADS TURNED TOWARD SAN DIEGO

Encouraged by Fall Bookings,
Are Preparing for Unprece-
dented Spring Travel.

FUTURE NEVER SO BRIGHT

City Should Co-operate With
Santa Fe and All Lines
Coming Here.

By O. Henry Savary
That there has been a slowing down of business throughout the world for the past year there is no question, but the ill wind has not damaged San Diego.

Investors and homeseekers are always on the alert to locate in a prosperous growing city or section and the dull times elsewhere have focused the public eye on the one very bright spot, viz. Southern California, particularly San Diego. Note the greatest rush of colonists and homeseekers of record on the way and arriving daily at the rate of 500 persons a day.

The railroads are so encouraged with fall bookings in sight and the enormous freight tonnage steadily they are now arranging for an unprecedented spring and summer travel. This proves my contention. None of us will charge railroad traffic managers with stupidity in these matters. They see very plainly the handwriting on the wall. The tide has turned and they are appealing to us to help them in their rare good judgment in order to take care of the rush which is now on and the multitudes to follow.

There is for Optimism
The railroads are at last beginning to realize that the Panama canal will prove a blessing and not a curse to them. Indeed, it is time for optimism. The prospect is now very bright for San Diego as it is today. We will all be stronger for the temporary slow down, which the country has just experienced, and henceforth we will go forward with renewed energy to meet and cope with the enormous development which is pressing upon us. With a little more business activity in America, will not keep their funds locked up in the East or elsewhere very long. While such opportunities exist, this fact alone will bring multitudes of good citizens as well as millions of new money. San Diego is on the world's map in very large letters and is becoming more and more of a good citizen from all parts of this continent and Europe.

San Diego city and county will have no great trouble in selling bonds for an enlarged water system for the city and county, but we should think twice before bonding for any other improvement for the present.

Work With Santa Fe
The Union and the several correspondents who have favored a friendly attitude toward our only railroad are usually right. It is a fact that the agents of the Santa Fe, as far as I can ascertain, had nothing to do with our early troubles with the Santa Fe and its branch lines coming into our city that it will pay us a thousand fold.

Let this city build or arrange to have built a belt line the same as is operated in New Orleans. Then we will be in a position to prevent, for all time, any blocking or shutting out of other transportation lines. We should be leasing our water front now at good prices for transportation lines, docks, manufacturing and other lines of business requiring rail and water transportation.

A well-known steamship line, which does a large business in this port, has just made a term lease with Los Angeles harbor officials for dockage which runs into large figures. The year 1915 will soon be here and our municipal dock will not begin to supply the urgent demands for dockage. The next few years will bring to our city many and extensive manufacturing plants, owing to the opening of new fields for trade and the shortening of distances made possible by the growing population and new enterprises, which inevitably follow.

The wealthy traveler will always be with us as he has been previously established as one of the great playgrounds and resorts of the world.

In closing, I must say that the valuable and clever publicity management of our Exposition officials has played a very large part in properly placing us on the world's map and has brought in and is bringing into our city. Unless we build faster than we are doing now there will be a noticeable shortage of hotels, business houses and homes, prior to our epoch making year, 1915.

The country is a rolling plateau, 3300 to 4000 feet above sea level, and the soil and climate are particularly adapted to the raising of all deciduous trees and fruit. The hills and valleys are covered with nutritious grasses, upon which range hundreds of beef and dairy cattle.

The largest producing kumtite, tourmaline and gem mines in the county are located in this vicinity, and are represented in the East and New York. The oldest Indians of the Too-ka-muck tribe, and some of the remnants and descendants of the characters portrayed in Helen Hunt Jackson's story of "Ramona," live in the Indian settlement, which is under government jurisdiction.

A man can make as much money from ten acres here as from 160 in New England.

MESA GRANDE NOTED FOR CHERRY RAISING

Country Is Rolling Plateau
3300 to 4000 Above
Sea Level.

Mesa Grande is situated fifty-three miles from San Diego, and is noted for the finest cherry orchards in San Diego county.

The country is a rolling plateau, 3300 to 4000 feet above sea level, and the soil and climate are particularly adapted to the raising of all deciduous trees and fruit. The hills and valleys are covered with nutritious grasses, upon which range hundreds of beef and dairy cattle.

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My 45 years residence and 27 years continuous in the Real Estate business has given me the knowledge of values and where the best opportunities to purchase real estate, or loan your money, are in San Diego. This has fitted me to be of great service to you. My list of bargains are the best. Non-resident business attended to; correspondence promptly attended to; money always on hand to loan. Fire Insurance.
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Point of Niagara St.
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Residence Street, Little Landers Colony

Residence Street, Little Landers Colony

Bringing their produce to market

A black and white photograph of a large, multi-story building, likely a school or institutional structure, with a prominent central tower and multiple wings. The building is surrounded by trees and a fence in the foreground.

A Little Landers Poultry Ranch

[illegible]

By Charles C. Cradawora.

WHEN THE San Ysidro address spread through Southern California every settlement, mission or wharf possessed a "San" as a part of the make-up of its nomenclature. Without this, prosperity evidently could not come. San Francisco, San Bernardino, San Luis Obispo, San Juan Capistrano and perhaps a thousand more little and great Sans in the shape of villages, towns, cities, rivers, mezas, mountains, etc., etc., are on the map.

So to it in the days of Little Lander, the little Lander of San Ysidro (the patron saint of slightly plowed furrows) as closely up to the Mexican line as a man could get, without any of the usual "San" in front. And yet, as the little Lander moved up to the San Ysidro line, he came more and more quickly to the conclusion that he was not a Lander, but a Little Lander, and he changed his name to Little Lander.

Then there's the association of life with the associated, co-operative effort.

To be a Little Lander farmer of an acre of land does not mean a prairie farm, neighbors three to five miles away, and to wander through an indifferent wagon road fifteen miles or twenty miles across the useless prairie, the great social difficulties of the country, the long waiting, once each way, of the distant passenger and freight train. Not for Little Lander. He is quite close to his neighbors on each adjoining acre, and the very best of roads enter his

[illegible]

possibilities of American agriculture. No man in Southern California has demonstrated the possibilities of intensive cultivation. Fruits of many kinds, the trees yielding (of some one or more kinds) the year around, the land producing a crop of alfalfa and then come poultry, Belgian hares, Angora goats, honey bees, etc., etc., enter the production of the Little Lander. The Little Lander is a contented and happy Little Lander. He is raising his family on the Little Lander an acre of land and a few dollars. A reserve of some of the least 25 or 30 per cent of the yield initiates other stages of the acre development into a food and money producer. The rural life is a happy life. The man who has a small acre of land and a few dollars, who has a small acre, until the farm is well upon its financial producing feet. A man who has at least a few dollars to start with, and a few acres of land, can

(Continued on Page 14, Col. 4)

[illegible]

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References: American National Bank, Dun's or Bradstreet's.

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Muraco Wall Finishes, Valentine's Carriage and Automobile Varnishes, Fuller Architectural Varnishes, Adams Brushes, Window and Plate Glass, Rex Flintkote and Mikado Roofing.

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Stores in 14 Cities

W. P. FULLER & CO.
SAN DIEGO, CALIFORNIA

purchaser that there is personal responsibility behind every product offered for sale.
 The growers have leased Mr. T. J. Niles' 100-acre colony in the Colorado mountains to be used in connection with the colony store in San Diego. The stores are operated on a cash basis, and the growers are paid for the produce they grow. There are few communities where the growers are paid by the year and will be benefited thereby.
 The growers are paid by the collector when they deliver the vegetables in colony script, which is issued for the hour hand. The stores and their back when the goods are taken out of stock, keeping in stock the necessities of living. It is a very interesting and efficient method of growing and selling produce.

New Colonization Plan, It is Claimed, Is Meeting With Great Success.

Live Happily and Contentedly
On Small Plots in Village
Of San Ysidro.

(Continued From Page 13)

(Continued From Page 13.)

12 Chawlk, where pre-on

various kinds of peaches, pears, apples, plums, Japanese persimmons (Eriobotrya of the rose), apricots, quinces, and, of course, numerous olive and other trees, and who plants berry bushes, and who grows all the plants for the various kinds of vegetables and melons, receiving a special honor for a few crops of Japanese olive trees. This one who farms is a far busier farmer than the others, and he has a fine house, the best in the village. He is the wealthiest farmer of the northwest who gets his land plowed, his wheat sown and then his rice, because he has the best of everything. He has the best of the tools, the best of the horses and harvesters, also. The one who farms who does not only live off his acre but accumulate a bank account as well, is a very busy man indeed.

knowledge of commercial affairs
total segregation have made it

[illegible]

lower of strength in our experience.

So the whole situation may be summed up into one of a man and a hoe and an acre of ground. Sunning 360 odd days in the year, fresh air, the Pacific and its ocean breeze, five miles away a living from the soil, independence and a prolonged life of usefulness.

The bookkeeper, the writer, the artist, the ambitious self-supporting woman, longing for a change and betterment, an acre of land in sunny Southern California offers a prospect to those that cannot be paid. The life of an intensive tiller of the soil yet with all the association

An now organized, the Little Market, Incorporated, is at-

Your

to plaster out and take in other the landers who are cultivating

Burlington

Lots Ra

We are co

highly recom
DESCRIPT
A Comp
Insura

Imperial Valley
In
J. E.
1109-11 Broad



JUDGE WR GUY
SUPERIOR COURT NO1

JUDGE TL LEWIS
SUPERIOR COURT NO2

NOTHING LIKE IT

"What's San Diego like?" a caller asked.

"It's like San Diego, and not unlike the sun," answered the editor of the *San Diego Tribune*. "It's the Mediterranean; it's like that here beside a Laurel, Sunset Magazine."

Flowers, vines and ornaments by the million are now propagated in an enormous greenhouse at Escondido, California, for the Exposition of 1916. The plants are well cared for and produce

TRIP TO SAN DIEGO

Class Restricted RESIDENTIAL DISTRICTS

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Victor Square Malta Square
West End

"INSPIRATION HEIGHTS"

giving in Price from \$700 Up

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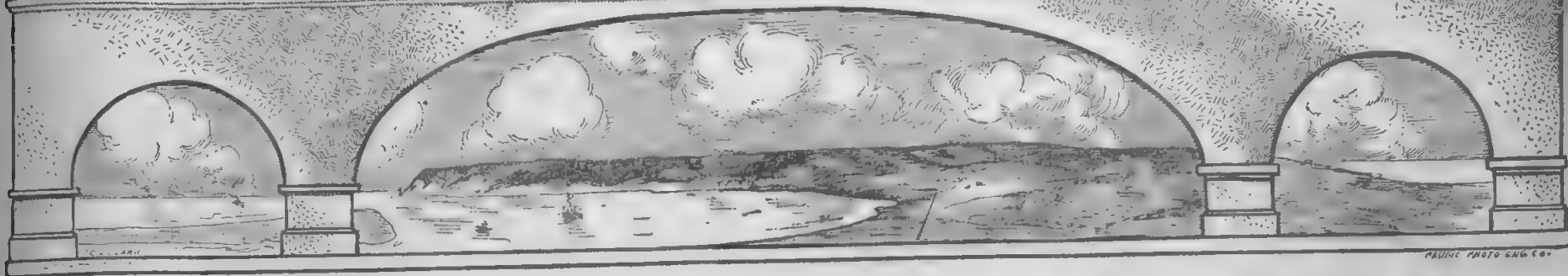
McFADDEN CO.

Members San Diego Realty Board

ay **San Diego, California**



LOMA PORTAL



When You Reach SAN DIEGO STOP!

There's no use going any further! You've reached the ultimate Eden. You have arrived at your heart's desire—everybody who lives here now knows this is the truth. You might as well cut all cross corners and buy your home this week—for if you go away you'll only have to come back, and all this travelling about costs money! Here you have it all—Climate, Scenery, Good People, Good Business and Good Future.

YOU HAVE REACHED YOUR MECCA!

For the **HIGHEST HOME IDEALS** of this century are expressed in our two splendid properties---

Loma Portal

"You will never be a roamer if your home is on Point Loma"

First impressions are sometimes lasting they say. Read Smythe's history of San Diego and you will find it chronicled that Cabrillo, the discoverer of California, was particularly struck with the beauty and advantageous position of **POINT LOMA**. He landed on this rugged promontory and spent his entire stay exploring its picturesque grandeur and its gentle slopes that overlook the panorama of San Diego Bay and its mountain background. Read further. You will find that all the early explorers were most attracted by **POINT LOMA**. Certain it is, that all visitors today consider it the most wonderful spot in Southern California—many say in the whole world.

Two years ago, this high strip of land that juts out between ocean and bay was as virgin as the day Cabrillo set foot upon it. Bare and brown as its sage-covered hills were, there was no one from artist to the most unappreciative layman who was not impressed with its unparalleled location and climate; there was no one who could not see its infinite possibilities as a residence district unique in the world. Said Wilbur David Cook, one of America's foremost landscape gardeners, "Your Point Loma property carries the greatest possibilities for the proper kind of landscape development of any piece of ground it has been my pleasure to visit. Carried out along the lines you have in mind, it will be one of the **FINEST RESIDENTIAL SUBDIVISIONS IN AMERICA**."

We have carried it out along these lines. With every scenic and natural advantage at our disposal, it is not surprising that it took us but two years to convert the sheltered slope of Point Loma into the magnificent residence district of today. The spacious and imposing Golf Club, the creation of the **SECURITIES COMPANY'S** architect, has struck the key-note for building in **LOMA PORTAL**, and its exclusive membership list has set the tone of its cultured, refined and moneyed occupants. The houses range from \$3000 to \$90,000 in cost and are all artistic successes. The people, needless to say, are the best that have come to the land of gold and yellow poppies.

Every demand of perfect living conditions has been met in laying out **LOMA PORTAL**. The streets are crowned, tamped with petrolithic roller and surfaced with fine hard gravel. Broad sidewalks, parking planted with trees, and frequent ornamental lights contribute to the high class appearance as well as to the comfort of **LOMA PORTAL**. There are miles of these streets and sidewalks, miles of gas and water pipes, miles of electric wires. **LOMA PORTAL** is building up rapidly, but its extent is so great that we are still able to offer choice homesites for no more than other good residence property brings.

Olivewood Terrace

"Every Lot a Gentleman's Estate"

OLIVEWOOD TERRACE carries as strong an appeal as **LOMA PORTAL**—but a very different one. We have bent our energies toward developing these two properties because we feel that in their diversity they supplement each other and together answer all the desires of seekers for the ideal home. If you desire to live on a gentleman's estate in an atmosphere reminiscent of the "splendid idle forties of California," and amid scenes more truly Californian than anything else so near San Diego, you must place your home in **OLIVEWOOD TERRACE**.

OLIVEWOOD TERRACE lies in the very heart of that district first settled by the Americans who came by stage across the desert and mountains to the western sea. Here they planted their lemon, orange and olive groves. Here they built their rambling homes bowered in roses and screened by giant palms. They are still there—these ranches and old homesteads. The air is heavy with the sweetness of citrus blossoms and the scene is picturesque with groves of ancient trees. To the west, the lower end of San Diego Bay and (beyond the sandspit) the ocean lie in two shining streaks of sky-blue water. To the east, across miles of grey and lavender mesa rise the soft purple peaks of the Coast Range.

Securing sixty acres of this fertile land and catching the spirit of the place, we have cut the plot up into large lots, approximately 100x130 feet—large enough for lawn, orchard, garden, house and out-buildings—large enough and choice enough to be a gentleman's estate. Too much cannot be said in praise of the soil for cultivation. The homeowner may raise nearly everything necessary for home consumption and in addition have his own orange and lemon trees and other fruits so novel to the Easterner. The charm of **OLIVEWOOD TERRACE** is enhanced by its proximity to the bay. Sailing is so splendid in this part of the bay that the Chula Vista Yacht Club has established its pier and building here.

OLIVEWOOD TERRACE offers the joys of a country home with all the comforts of a city residence. The streets are wide and perfectly crowned and lined with well-made cement sidewalks and curbing. Water mains, gas pipes, electric wires for both telephone and lighting service, are installed at every lot. Six miles from the business center of San Diego, it is reached by a splendid and frequent electric car service and is on the line of the San Diego & Arizona Railway, now building. The short mile and a half to National City, a municipality of 2500 inhabitants and the terminal for the Santa Fe Railroad, puts it into close connection with shopping, educational and religious advantages.

"OVER A MILLION FOR DEVELOPMENT"

H. H. Timken, President—George Burnham, Vice President—Geo. J. Bach, Vice President and Treasurer—Wm. Elder, Secretary

(Paid in Capital \$1,250,000.00 CASH)

SAN DIEGO SECURITIES COMPANY

TIMKEN BUILDING

SIXTH AND E STREETS

MAIN 449 HOME 2245

CALIFORNIA HISTORY
HAS BEGINNING IN
SAN DIEGO COUNTY



WORK OF PADRES LOOMS LARGE IN COUNTRY'S HISTORY

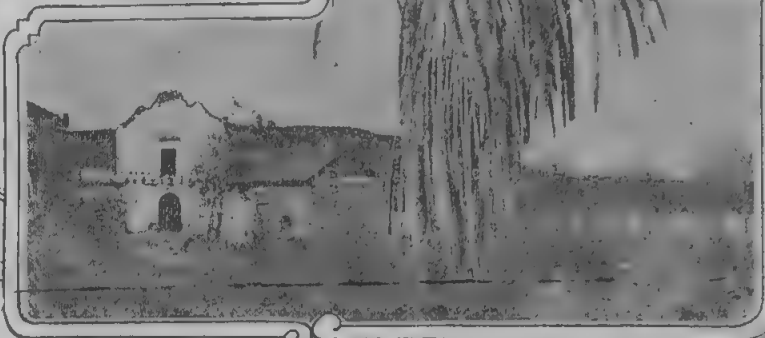
Father Serra, Immortal Missionary, Finds the First Settlement on the Pacific Coast at San Diego

INDISSOLUBLY LINKED
WITH NATION'S ANNALS

Catholic Church Lent Its Ministers to Erect the Cross and to Plant the Seeds of Christianity in California

THE ESTABLISHMENT of the first mission in San Diego county by Junipero Serra, the Franciscan monk and the early missionary efforts of the pioneer fathers among the Indians of California is as indissolubly linked with the history of this country as the Spanish settlement at San Augustine, Florida, the Cavalier settlement at Jamestown, Virginia, the Puritan settlement at Plymouth, Massachusetts, or the Dutch settlement on Manhattan Island. The school histories of the United States have been busily with the first settlements on the Atlantic coast, attaching to them a great deal of significance, and in the humdrum of teaching it was the former custom—perhaps is yet in many cases—rather to ignore the pupils the dates of the several settlements, yet these same histories either entirely neglect or pass over with only casual mention the more important, interesting first settlements on the continent and one of the most far-reaching influences on the history of North America (civilization)—the founding of San Diego by Alcala and the twenty-first missions on El Camino Real which it was the duty of

(Continued on Page 2, Col. 2.)



San Diego Mission



San Luis
Rey Mission.



Father
Geo. Doyle - Pala



Dala Mission



T.F. McCormick -
Indian Agent - Pala



Arches of San Juan Capistrano Mission



Indian Grave
Old Town



Cross erected in Memory of
FATHER JERRA - OLD TOWN



OLD TOWN FIRST SETTLEMENT ON THE PACIFIC COAST

**Quaint Spot Where Cross Was
Set Up in 1769 Is Now a
Part of Busy and Prosper-
ous City of San Diego**

RAMONA MARRIED IN
HOUSE OF ESTUDILLO

History and Romance Join Hands in the Sleepy Hamlet; Many Interesting Relics of a Former Civilization

A SLEEP under the shadow of Presidio Hill lies old Town, the birthplace of California history.

In the name of the Holy Catholic church and New Spain Father Francisco Junipero Serra, July 18, 1769, planted the first cross on the hill above the town and established the first link in the chain of twenty-two missions that extended from El Cambril to San Diego. The mission was founded by Father Serra from San Diego de A. 14 northward ending with San Francisco de Solano at San Jose. It was not until 1823 that the mission was transferred to the state of California. The mission was founded on June 24, 1846. There is a legend regarding the founding of the mission. It is said that the mission was founded by Father Serra and the mission was founded on June 24, 1846. There is a legend regarding the founding of the mission. It is said that the mission was founded by Father Serra and the mission was founded on June 24, 1846.

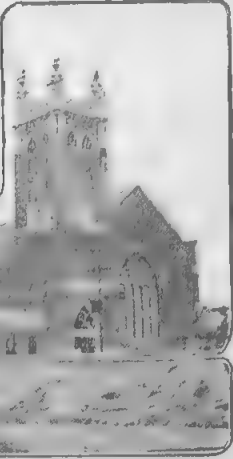
(Continued on Page 1, Col. 4)



Old Spanish Lighthouse on
POINT LOMA

LIST OF SAN DIEGO CHURCHES

Swedish Baptist Church, Sixteenth



New Presbyterian Church



New Baptist Church



First Congregational Church



Christian Science
Church



St. Josephs Church



Unitarian Church

[illegible][illegible][illegible]

Backs Up His Praise by Investing His Money In Real Estate Here

Arthur L. Hanev, a merchant and cattlemen of Southern Arizona who recently purchased a site for a home in San Diego has become an enthusiastic booster for the city. Speaking of the city's future, he says:

San Diego is a coming metropolis that will be known the world over. It now is the most progressive and the most beautiful. Its streets and hotels offers excellent opportunities for investment. I would rather live in San Diego than in any other city I now know. It has the most magnificent harbor area two great assets that are bound to make a big city here some day.

With the completion of the San Diego and San Bernardino railroad and the opening of the Panama canal San Diego will experience an era of prosperity that will make the activities of the city and its voters feel in insurance business. The railroad will give direct communication with the east and will place the great San thrust at San Diego. The railroad will through the medium of the railroad and through the medium of this city's commerce will develop and grow by leaps and bounds and will make me. It is the coming city on the coast.

The Arizona Free Press, America at one time, but the Arizona Herald, the days of Hernandez Corra, has dwindled to less than 1000 pure bred survivors. Some of these will be brought to San

[illegible][illegible]

A black and white portrait photograph of a man with a mustache, wearing a suit and tie. The photo is framed by an ornate, decorative border.

CHARLES H. E. REMONDINO, M. D.
Internal Medicine.
509 American National Bank Building.

Southwestern Investment Co.
University Heights Property —
Normal Heights Property
La Jolla Hills Property
—MORTGAGES AND LOANS—
Room 237 Spreckels Building

Within Means of Every Householder to Enjoy Beauty of Situation

THE idea of home is inherent in man, dating from remote savagery, just as it is instinct for

The conditions for beautifying the home are different from those to be met in the beautification of the United States. Lawns, flowers and shrubbery are important features when they make a mark in the home at all. The Tarra-pon is one of the plants of this country in which there grow to such perfection as they do in San Diego. It is within the power of the home owner to mean to enjoy the beauty which the climate and the situation afford.

People coming here from all parts of the country and from many foreign lands. Some have retired from business and are coming on account of the climate. Others are delighted to live in the beautiful surroundings. There are many persons

Design is varied almost as architecture itself. It includes the Greek, Roman, Saracenic, and European styles with sundry modifications of the Moorish through the influence of the East. If one, as the model is made of plaster or stone. There are features which, however, due to climatic conditions, are not so much in evidence as in other parts of the country, such as sleeping porches, sun parlors, and verandas. The arrangements for admitting all the fresh air and sunlight possible.

While in the first instance the construction is superficial, it is not so high in San Jose, than it is in the East, there is little if any difference in the cost of carrying up the total expenditure for the building. In the country, with its extreme cold a heavy roof and other better appointments might be used, and also in passing the time for the fire bills in the little fuel for heating is needed.

There with mission features as new design. The most popular style of architecture is the bungalow. Frequent bungalow construction is in part of loose stone and granite with cement and the various decorative treatments that give the effect. Concrete is also largely used in building. The tendency is now to keep the outside of doors and windows much as before, thus making them healthier, weather and wise, since since out-of-door life is conducive to health. The inside of doors and windows depend much upon health. Therefore the houses are built to let in as much sunlight as may conveniently be done.

ANCIENT MADE

One of the most interesting exhibits at the San Diego Chamber of Commerce is an old copper kettle whose history points to its having been made by the Aztecs of Mexico hundreds of years ago. The ancient vessel was hammered from the raw metal with hammers of stone the marks of which are clearly visible despite wear of centuries. The old kettle was loaned the Chamber of Commerce by L. H. Gaskill, who obtained it from an Indian at Camp Mesa more than forty years ago. It was

KETTLE BY AZTECS

chief had fine palaces and there many towns and a vast region under his dominion. It was a fruitful land and there were neither rumors of war. The nation was powerful, that other tribes might have been so disposed as to make an attack upon it. He had a large number of having a large vessel made for the purpose of which he was in an abundance. He gave such a name to the vessel which was not at all set forth by the king. It was months before the kettie completed but when it was the vessel was the first that he made. The king, who had the vessel as a reward for his faith and the new art which he had learned.

Many years afterward white came and the owner of the kettie, drawn north. It passed from hand to hand and at last it came to the hands of the king. The king, who had the vessel as a reward for his faith and the new art which he had learned.

One of the most interesting exhibits at the San Diego Chamber of Commerce is an old copper kettle, whose history points to its having been made by the Aztecs of Mexico hundreds of years ago. The ancient vessel was hammered from the native metal with hammers of stone. It is the only one of its kind here, despite wear of centuries. The old kettle was loaned the Chamber of Commerce by L. H. Gaskill, who obtained it from an Indian at Campo more than forty years ago. It weighs 100 pounds and in addition to the copper value it contains a substantial amount of gold, making the value of both metals about \$150.

According to the traditional account of Rafael Pino, the Pueblo Indian who gave the kettle to Mr. Gaskill because of his having cured one of his children of a serious illness, the family for many generations, having no hands down from father to son. Beyond the memory of the oldest member of the tribe to which was father belonged, a mighty chief ruled the entire country in which he lived. This

[illegible]

UNUSUAL FACILITIES OFFERED AT SAN DIEGO PUBLIC LIBRARY



Carnegie Library

Desire of Management to Meet
as Far as Possible Needs
of Patrons

By Hanna Davidson, Librarian.

SAN DIEGO'S public library is on E street between Eighth and Ninth. Here is a collection of more than 40,000 volumes, which for its size, offers unusual facilities for literary workers and students of art, as well as for artisans, miners, mechanics, musicians, social workers, and ordinary vocations of life. In whatever all trying to force ahead in the calling one is interested he should ascertain what there is in the public library that will help him do his work better, make him more valuable and efficient, and at the same time conserve his energy.

It is the desire of the management to meet as far as possible the needs of all patrons; and when the resources of the library are not sufficient to secure loans from some of the larger libraries of the country.

Last year more than seventy volumes were borrowed for persons doing unusual work. These books were from the Los Angeles public library, the California state library, the state university library, Stanford, Chicago, Cornell, Library of Congress and from Ottawa, Canada. The greater part was published in the last century, and most from the library of Congress.

As in other public libraries, it frequently happens that the desired latest novel is not in when called for, for several thousand persons want the same book at the same time. Under these circumstances those who can wait, are referred to the very well supplied circulating libraries of the town. Of the better class of fiction, most titles are purchased as in a novel, and a reasonable number of duplicates are provided.

The well lighted reading rooms are conveniently arranged, and comfortable. The amount of the appropriation, periodicals and newspapers are generously supplied. Visitors often express surprise at the number of readers in the building. The average of books given out for home reading is from 750 to 800 a day.

The library is supported by city tax and is free to all residents and visitors and to non-residents who are city taxpayers. Those living outside the city limits who are not city taxpayers, frequently avail themselves of the privilege of securing books by the payment of one dollar a year.

According to the present amended city charter the public library may receive from a minimum of four to a maximum of six mills of the city tax. The rate allowed for the past year was four mills, which amounted to about \$22,048.

The library does its own binding in the building, maintaining a small choice collection in its art gallery, keeps up its own park, and endeavors to give courteous service to the public. If you do not believe this, come and see. Hours, 9 a. m. to 5 p. m. Sundays 2 to 5. Closed on holidays.

DIFFICULT TO TELL DANGEROUS DEGREE

It is sometimes difficult to determine what constitutes a dangerous temperature in connection with citrus fruits, inasmuch as the best records have been made in shelters and do not fairly represent the temperature to which the fruit is exposed, says a Government report.

At San Diego and Los Angeles the recorded values are from five to ten degrees above those in orange groves a few miles distant. There appears to be an increase in this difference with distance from the coast. Again temperature varies with height above the ground, and inversions are frequently found during winter mornings. An instrument placed near the top of a tree will give a temperature much higher than one placed near the ground. Furthermore the freezing point commonly used is not necessarily the freezing point for the water in the plant. Finally, the injury is frequently determined more by the rate of warming up after the blossom or the fruit has been subjected to a freezing temperature than to the fall in temperature. No damage has been done by excessive high temperatures unless accompanied by high winds.

CALIFORNIA RESOURCEFUL EMPIRE WITHIN ITSELF

The elevations of the lands of California extend from 250 feet below sea level (Salton Sink) to over 14,500 feet above (Mt. Whitney). The base of the mountains covers an area four times that of the state of Massachusetts. The forest area, more than 44,000 square miles, a territory larger than the combined areas of New Hampshire, Vermont, Massachusetts, Connecticut, Rhode Island, Delaware and Maryland, places California fifth in forest area and second in the stand of lumber, being only slightly exceeded by Oregon. The total area of California farms is a little more than that of the forests, there being reported 12,500 farms in 1900, an increase of 34 per cent from 1890. The census of 1910 not being available. According to the 1900 census California has now more than one-quarter of all the irrigators in the United States, cultivating on each one-half million acres, or one-fifth of the irrigated lands of the United States, the value of the crop per acre so raised being far in excess of that of the rest of the country.

The coast line of the state, over 1000 miles long and representing almost one-fifth of the entire coast line of the United States, includes the bay of San Francisco, among the world's best harbors; the artificial harbor at San Pedro, and the bay of San Diego, a landlocked harbor which is of safe and easy ingress and egress at all times and with a safe anchorage sufficient to accommodate at one time the navies of the world.

Minerals and Manufactures
In regard to mining California stands second in the Union in production of gold, also in the output of copper. About eighth or ninth in the output of silver, first in borax and soda, fourth in petroleum, there being seventeen counties in a line over 400 miles long producing this commodity. (fifty-eight and one-quarter million barrels per year); fifth in salt, first in platinum, first in asbestos and mica. The production of cement is an important factor and there is produced considerable antimony, asbestos, fuller's earth, graphite, manganese, magnesite, as well as semi-precious stones such as turquoise, tourmaline, garnets, kunzite, hyacinths and the like. Fifty-four of the fifty-seven counties of the state produce minerals.

Industries and Manufactures
California leads the Union in the production and shipment of fresh, canned and dried deciduous fruits such as plums, prunes, peaches, apricots, apples, pears and cherries. It also leads in the growing and shipping of such semi-tropical fruits as guavas, lemons, limes, oranges and figs. Fifty-two of the fifty-seven counties produce grapes and the state is the principal wine producer of the Union, yielding more than one-half the production of the world. It is also the only raisin state. This state was the first successful grower of the sugar beet, has by far the largest factories and this industry is being rapidly and materially expanded. The question as to the growing of cotton has been answered and its growing and subsequent manufacture is no longer a matter for conjecture. One of the best paying crops in the southern portion of the state has been demonstrated to be beans, tons of which have heretofore been shipped in. The state is first in the raising of barley and third in wheat.

In the animal industry the state raises considerable beef cattle, sheep and hogs but not nearly enough to supply the local market. Cows for dairy and the dairy industry is successful and the raising of horses and mules is quite extensively and profitably carried on, but by no means does the animal industry in any particular meet the demands of the market.

Ready Market Found
In fact there is not an animal or agricultural product that cannot be successfully and profitably produced, raised and marketed in the state and is ready market can be found for all products that are not needed for home consumption. The leading manufacturing industries are refineries of sugar and molasses, meat manufacturing, timber products, flour and grain mills, canning fruits and vegetables, foundries and machine shops, wines and liquors, car constructions, tanning and manufacture of leather, printing and publishing, manufacturing explosives and cement.

In 1907 this state stood twelfth in number of manufacturing establishments, and first in wheat production. It was eleventh in dairy products, fifth in lumber, first in fruits and vegetables,

sixth in canning fish; eighth in the number of establishments, and twelfth in piano making; third in ship building; and produces and furnishes more than one-half of all dried fruits produced in the Union. San Francisco is the leading whaling port in the world, and among the commercial fisheries are to be found salmon, sturgeon, smelt, halibut, cod, mackerel, barracuda, yellow tail and all species of shell fish, while sportsmen will know the yellow tail, leaping tuna, sea bass, sword fish, and the like.

Rail and Steamship Lines
The 7530 miles of railroad in the state belong mainly to the three transcontinental lines known as the Southern Pacific, Atchafon, Topeka & Santa Fe, and Salt Lake routes. Statistics as to the urban, suburban and inter-urban lines are impossible by reason of the rapid extensions and developments.

California has also seven lines of oceanic steamers plying to China, Philippines, Sandwich Islands, Alaska, Mexico, Panama, Chili and Pacific coast of South America, in addition to many coastwise lines.

The population of the state is given as 2,377,000. The irrigated acreage, one and one-half millions. This acreage alone has been demonstrated as capable of supporting one million people and the 45,000 square miles of farms should support population of at least 5,000,000. This on a basis of about six acres to the individual.

SPENDING \$300,000 ANNUALLY

The United States Forest Service is spending \$300,000 annually and using 75,000 pounds of tree seed in the great work of restoring trees to denuded lands. Ten million young trees are being produced from the big nurseries each year. There are over 7,000,000 acres of denuded land to be restocked, and the completion of the task as laid out will take a life time.

CITRUS ORCHARDS IN GOOD CONDITION, REPORT

Officer of Land Company Says
Last Winter's Cold Snap
Helped Trees.

The old saying, "It is an ill wind that blows nobody good," appears to have been fully exemplified in the recent cold snap last winter as far as the citrus industry is concerned in the vicinity of San Diego and other parts of Southern California. That it was a freak is shown by the weather records covering a period of nearly half a century, but this is another story. Citrus growers are practically unanimous in their opinion that the cold operated as a benefit to the trees, and that in the future heavier production may be expected. After a trip through the citrus districts this side of Los Angeles, Eugene Alexander, San Diego manager of the Escondido Valley Land and Planting Company, said:

"It was very surprising to learn that the cold snap last winter, instead of being injurious to the fruit trees, in most instances was a great help. The trees that were twenty years old had been pushed so hard for the last twelve years that the rest and particularly the pruning, was just what they needed."

This fact was fully demonstrated upon my visit to some of the largest and best groves in the state. Where heavy pruning was done the trees have taken on beautiful shapes and the new fruit wood has shown rapid growth, assuring a fine crop for the coming year.

"The orange crop throughout the

JOHNSON, CONNELL & SAUM FUNERAL DIRECTORS



The accompanying picture is an exterior view of the funeral parlors of Johnson, Connell & Saum, showing a part of their equipment of black, gray and white hearse, automobile funeral cars and automobiles. Keeping abreast with the progress of San Diego this up-to-date firm has just added to their equipment another handsome automobile funeral car and an eight-passenger limousine, which are not shown in this picture. This is the oldest established and for years

has been the leading firm of undertakers and funeral directors in San Diego. Their business is not to assist in every detail of the work their courteous consideration of their patrons, reasonable prices and liberal terms. Each member of the firm and all employees are competent and efficient employees, capable of preparing bodies for shipment to any part of the world. Their lady attendant, Mrs. M. E. Grady, is practical and efficient embalmer, has been with the firm for several years and takes com-

plete charge of the preparation of the bodies of ladies and children, and assists in conducting funerals. When their services are required they are ready to take complete charge of the services, interpret or interpret to the families. Emphasizing only the best and most efficient assistance they are prepared to give the best of service and assuring all of their customers that they will make the funeral process a pleasant one.

state is a surprise to a great many. I never saw so much fruit inside of the trees before. The deciduous crop was very heavy. In most cases the trees were loaded to a breaking point. The young trees that were at first reported to have been dead are nearly all alive and doing nicely—in fact do not even show any signs of having been frozen.

This report of conditions applies also to the Escondido valley. Prayers for the fruit from Los Angeles to have

so full of fruit as this year. Reestablish lemon grove is the finest demonstration of the benefits of the cold snap that I saw on the trip. Not one tree in the valley has been cut off, and the young trees are thought to be dead are all alive and healthy.

Apples in Favor
The planting of apple orchards is growing in favor very fast. This fact is partly due to the fact that the orange grove of Escondido was never

side. In a few cases old citrus groves have been torn up and the kind of all fruits given full sway. This is not only a staple crop, but the fruit comes at the wrong time of the year to hurt the trees. The fact that well because it doesn't take too much water and less than orange groves, amount of labor is required to plant the orchards in winter. But the big point is in the fact that you have a home market for your product.

The Agnew Sanitarium and Hospital

Fifth and Beech Streets San Diego, California

This modern hospital is a four-story brick structure, has over one hundred rooms and fifty nurses, many luxuriant suites with private baths, four operating rooms, sun porches and roof garden. It is steam heated and lighted by electricity, and has an automatic electric elevator, and the strictest rules of sanitation have been observed in its construction.

W. L. ROHRER, Manager

Telephones: Main 315; Home 2432 and 2424

SAN DIEGO, CAL.



D. V. MAHONEY, Attorney at Law,
303-4-5 Scripps Building.



ARTHUR W. SAVAGE
President and
General Manager.
Savage Tire
Company



THE SAVAGE TIRE COMPANY, San Diego, California, the first factory to manufacture pneumatic tires west of Chicago. Capacity of the plant, 400 pneumatic rubber tires, 400 inner air tubes, 100 special Savage tires per day. The plant imports, via the Isthmus, directly from the Amazon river, the Para rubber used in these tires. The even climate of Southern California is very favorable for the production of uniform rubber tires, which the Company has made, with phenomenal success, and Savage tires are considered standard over the entire Pacific Coast and British Columbia. The Company, believing that there is a constant demand for a tire of the highest quality, have kept this their motto.

The Sea Island cotton fabric which is used exclusively in the construction of Savage tires is an

American product, manufactured by the Brighton Mills of Passaic, N. J.

The factory is equipped with the latest, up-to-date machinery. The most scientific compounding methods are employed to produce an article of the highest merit. No piece-work is permitted.

Arthur W. Savage, the President of the Company, is the well-known inventor of the famous fire arms and the inventor of many other devices and machines, including machinery for drying wool, the Savage torpedo, adopted by the Brazilian government and used in their civil war. He chose Southern California as his home, after having traveled the globe and having had an opportunity to judge the most advisable climate, etc. Mr. John D. Spreckels and his son, Claus Spreckels, are associated with the Company. Mr. A. J. Savage, the eldest son, is the superintendent of the factory and a man of the highest skill and attainments.

CANAL NOT LIKELY TO BE DAMAGED BY QUAKE

Geologist of Isthmian Commission Contributes Scientific Article Upon the Subject

REGION IS OUTSIDE BELT

Only Two Shocks of Considerable Magnitude in More Than 300 Years

The opinion of a great many that the Panama canal is liable to serious damage by earthquakes, is not shared by Donald F. MacDonald, geologist of the Isthmian Canal Commission, in an article contributed recently to the Scientific American. The earthquake belt, he says, in Central and South America, are approximately co-extensive with the regions of fairly high mountains but that there are few, if any, actual ranges on the Isthmus. Although there are several high mountain groups. The old idea that the west coast mountains of North and South America were one continuous range from Alaska to Patagonia, Mr. MacDonald says is incorrect, since the mountains of Costa Rica, Panama and all central and southern America are of different origin and of different origin. They originated, he says, from intrusions of volcanic matter and not from folding by lateral pressure as the mountains of Western America.

Concluding his argument, Mr. MacDonald says: "Therefore, the canal is far removed from the great mountain masses, the settling and adjustment of which might culminate in rock ruptures great enough to give destructive earth vibrations. Furthermore, the relative stability of most of the Isthmian region prohibits the accumulation of stresses sufficient to cause violent rock ruptures, with consequent earth shocks of destructive proportions. Theoretically, then, we would expect the Canal Zone to be well outside the great earthquake belt. This is quite in accordance with the facts of observation as given in a long and fairly complete record of the quakes that have occurred from the time of the Spanish conquest to the year 1886. "In all that time and up to the present only two severe shocks were noted: one of these, in 1821, destroyed many of the buildings in Panama, and one in 1886 destroyed several bridges and bridges and localities throw the railway track out of alignment. "On the latter quake is said to have opened a few crevices, and to have been attended with some fatalities. Very many smaller shocks have occurred and in the opinion of the Commission, numerous tremors, most

WHAT SAN DIEGO HAS

First port of call from the Panama canal.
One hundred thousand population (estimated).
Unexcelled educational facilities.
Perpetual sunshine.
Water system owned by city.
A harbor equal to New York.
Finest salt water fishing.
Fifty-four churches.
Seventy miles of street railway.
More than 14,000 water meters in use.
Twelve banks, capital \$3,000,000; deposits, \$25,000,000.
Art League.
Floral association.
A commission form of government.

of which are detectable only by instrument, are recorded every month. The liability of the canal to injury and destruction by earthquakes has been proclaimed; but the fact is that no earthquake since 1821 would have inconvenienced it, and the shock of that year, though severe enough to shake down adobe houses, and even some masonry structures, would have had no serious effect on canal slopes. A little effect on such rock-founded, solid concrete structures as the locks. "Though not absolutely impossible that a destructive earthquake might cut the canal, still it is so extremely improbable as to be well outside the range of all practical considerations. In summary, then, the following are the chief reasons why it is believed the canal will never be in any appreciable danger from earthquakes:

1. The absence from the Isthmian region of high mountains and of geologically recent volcanic activity is evidence in favor of the absence of earthquakes; especially as such high mountains are a striking geological feature of the whole Central American earthquake belt.

2. The presence of numerous small faults and of the faulted-down conditions of such volcanic cores as Gold Hill and Contractors' Hill is evidence that adjustment here has progressed well on toward the establishment of normal conditions of equilibrium.

3. The tensile strength of the majority of the rocks within the Canal Zone is quite low, and they would shear with comparative ease, thus preventing any relatively great accumulation of stress which might result in a comparatively intense shock. However, experience teaches that earthquakes happen, maximum destructive effects on buildings occur where they are built on loose and friable material. This consideration might therefore detract a little from the saving benefits of the yielding and preventive qualities of the Canal Zone rocks.

Fifteen thousand telephone subscribers.
Fresh vegetables and fruit every day in the year.
Five hundred thousand acres of unimproved land in the county.
Tripled in population during last four years.
Fourth city in population in California.
Nine improvement clubs and federations.
Thirty-four state societies and federations.
The finest all-the-year-round climate in the world.
A ten million gallon per diem water filtration and aerating plant.
Three hundred sixty-eight miles of water mains.
Three hundred eighty-five miles of gas mains, about 20,000 meters.
State normal school.
Polytechnic school.
High school, \$315,000; seventy instructors, over 1500 attendance.
Twenty-two square miles of anchorage ground in harbor.
Two hundred manufacturing industries in operation.
Five hundred thousand dollar improvements proposed by the Santa Fe.
Nearest port of entry for the trade in the Orient.
One great transcontinental railroad, one more building and a third in prospect.
Harbor deep enough to admit the largest ships afloat.
Historically of first interest on Pacific coast.
Largest all-the-year-round resort hotels in the world.
More automobiles in proportion to its population than any other city in America.
Most direct route from Pacific coast to the eastern and middle western states.
One hundred and fifty thousand dollar Y. M. C. A. building just completed, which amount was raised in two days' canvass.
The only deep water port on the west coast from Panama to San Francisco.
The future New York of the Pacific coast, and the most promising field for home building in America.
Roads good every day in the year, and all roads lead to the blue waters of our beautiful harbor.
Three daily newspapers and several weekly newspapers.
Raised \$1,000,000 for development purposes in one year.
The only natural harbor between San Francisco and the Panama canal.
Two thousand acres of park lands now valued at \$5,125,000.
Purest and cheapest water (mountain) of any city of its size in America.
Three hundred and seventy-one miles of electric service pole wires; 12,210 meters.
Twenty-three hotels; two of which cost \$1,000,000.
One of the best libraries in the country, a depository for U. S. government documents.
Twenty-one theatres, one of which cost \$1,000,000.
The place where thousands of European tourists will land, who never get west of the Rocky mountains.
Hunting, fishing, baseball, polo, swimming, motorboating, yachting, rowing, tennis, golf, autoing, etc., all the year round.
Largest and best equipped aviation field and training school for aviators in America. Bird men in the sky every day in the year.

Sufficient water conservable to irrigate every acre of valley land.
An average wind velocity of only five miles an hour in January.
Railroad terminal, ocean outlet and nearest banking metropolis of the great Imperial valley of Southern California, and the wonderful Salt River valley of Arizona.
Distributing point and controlling factor in the development of Lower California.

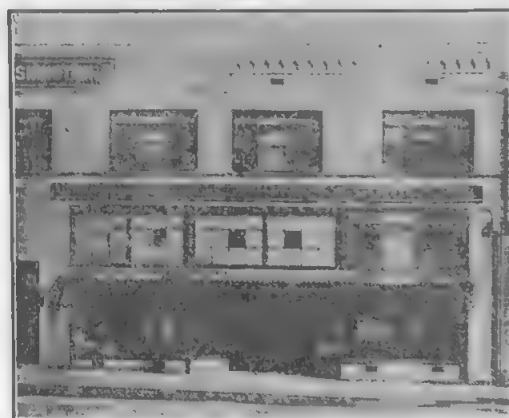
Ninety-seven secret orders and fraternal societies, four of which have expensive club and lodge rooms, viz. Elks, Masons, Knights of Pythias and Eagles.
Twenty-four public schools, value \$1,559,000, and employing 290 teachers.
Record for 1913—Greatest building record in the world.

work of building up a new city, the "Future metropolis of the Pacific coast." San Diego experts and citizens the citizens who come to make this city their home, to become identified with her interests. She has a energetic, broad-minded men, who can create, and who can give evidence of that spirit of loyalty and growth of community.

Muehleisen Tent and Awning Co.

(INCORPORATED)

Builders of Tents and Tent Houses
—and—
MAKERS OF AWNINGS, FLAGS, SAILS AND COVERS



THE constantly increasing demand for MUEHLEISEN'S GOODS is met by constantly increasing facilities for serving you. We have the largest and most carefully selected and assorted stock of canvas of all weights and widths in the great Southwest.

Equip your store with a Muehleisen Automatic Roller Awning and your residence with a Sleeping Porch. Protect your Auto or Boat with one of our Water-Proof Covers.

Muehleisen Tents are guaranteed full weight and size. They are made of only the best brands of canvas.

OUT OUT THIS ADDRESS AND BRING TO OUR STORE, 753-755 FOURTH STREET, AND RECEIVE A BEAUTIFUL CALENDAR (DISCOVERY OF THE PACIFIC OCEAN BY BALBOA), GIVEN FREE. CALL EARLY, BEFORE THE SUPPLY IS EXHAUSTED.



K STREET—BETWEEN 26th AND 27th STS.



See M. HALL, Established 1886, 1032 Fourth Street, San Diego, California

A black and white photograph of a diamond-shaped map or aerial view, tilted at an angle. The map shows a landscape with a road, a cross, and a small building. The map is framed by a thick black border.

The Barber Asphalt Paving Co.

Sun Harbor Tract No. 1

REAL SOUTHERN CALIFORNIA

HOMESITES

WITH

UNIQUE PANORAMIC VIEWS

The view from the lots of the SUN HARBOR TRACT is superb. From nearly every lot, a grand panorama unfolds itself to the observer; to the East, the mountains in the distance with their varied hues, and the orange and lemon groves in the immediate neighborhood; to the South, the beautiful Paradise Valley, National City, Mexico, San Diego Bay and the Pacific Ocean; to the West the same magnificent marine view as well as the Eastern residential section of San Diego; to the North, the home district of Golden Hill, South Park and East San Diego.

Take it all in all from the scenic point of view, the SUN HARBOR TRACT is unique in this city of wonderful views.

And Rich Garden Soil

The soil is very rich black loam of great fertility. There is no better soil in San Diego County.

THREE MILES FROM CITY SQUARE

HOMESITES

WITH

All City Conveniences

LOCATION

SUN HARBOR TRACT NO. 1, is just three miles east of 5th and Broadway, and is bounded on the north by Broadway, and on the south by E street. It is easily accessible and enjoys all city conveniences.

EXTENT

SUN HARBOR TRACT NO. 1, is a large plot of fine building and investment lots, numbering 212 in all.

ACCESSIBILITY

SUN HARBOR TRACT NO. 1, is about five blocks north of the present terminus of the No. 4 San Diego Electric Car Line—easy walking distance of about 10 minutes.

BUT the city of San Diego has let a contract amounting to nearly \$100,000 and the contractor has already begun work on THE GRADING OF "H" OR MARKET STREET. Market street is one of the widest and best thoroughfares of the city and is being fitted up for the EXTENSION OF THE SAN DIEGO ELECTRIC RAILWAY LINE eastward to within one block of the SUN HARBOR TRACT.

BUILDING RESTRICTIONS

HIGH ENOUGH TO INSURE A

Good Neighborhood

LOW ENOUGH TO SUIT THE

Man of Small Means

Two very important restrictions are placed on these lots, namely:

COST OF RESIDENCES

Residences must not cost less than \$1000—This insures neat houses, but does not bar the man of small means. (Temporary dwellings may be placed on the rear of the lots.)

PLACING OF RESIDENCES

Buildings must be kept at least 15 feet from the street line. This prevents any irregularity in the line of buildings and protects the street view of every house.

At great expense, the owners of the SUN HARBOR TRACT have thoroughly graded all the streets in a finished, permanent and artistic manner.

QUICK RETURNS

ON THIS

INVESTMENT

DUE TO THE

Extension of Car Line

Nothing boosts land values so quickly or so effectively as IMPROVED TRANSPORTATION.

The SUN HARBOR TRACT is already within easy walking distance of a car line.

It is absolutely sure of the PROMPT EXTENSION OF THAT LINE to within one short block—for the work of grading Market street—and fitting it for this extension is already started.

Most conservative estimates allow that the extension of the Market Street Car Line will enhance the value of lots in the SUN HARBOR TRACT from 100 to 200% or more.

There are only 212 of these choice homesites—the price is so low they will not last long—see them today.

PRICED

TO SUIT THE PRESENT

Financial Condition

The prices of these lots should be especially noted. THEY ARE EXCEEDINGLY LOW—for they have been priced to suit the present financial conditions. Think of such lots as these being sold at from

\$100 to \$300

Terms: \$10 down and \$5 per month, no interest or no taxes for two years.

The Opportunity

There never was a better time for you to invest in real estate in San Diego than right now, and there never was and never will be a place offering more for your money than we now offer in

Sun Harbor Tract No. 1

See the property Today—See it at our expense. Come to our office and our auto will take you to the Lots in a few minutes.

Come to our office at any time and our Auto is at your service to see these lots. You will not be obligated.

MAIN 1238

HOME 4751

SUN HARBOR SECURITY Co.

Moving Picture Theatre and a Cooking Department Features in Coronado School

View of New Coronado School Building From Photograph Taken Last Week by Union Staff Photographer.



New Building Across Harbor Is Most Modern Structure of Kind; Cost \$80,000; Is Fine Specimen of Mission Architecture.

The multiplicity of Coronado across the bay, from San Diego has just completed an \$80,000 school building which was authorized by a big majority of the voters at an election held in May, 1912. The structure was started in January last year and was turned over to the Board of Education the latter part of November. The building is modern in all respects with several exclusive features.

Manual training for the boys and domestic science for the girls are amply provided for in the up-to-date buildings. The building also includes a specially built room in which a moving picture machine may be operated to show pictures on a screen in the handsome and roomy auditorium.

This room is entirely of concrete construction and absolutely fireproof, having steel doors. Moving pictures will be used for the practical education of the children. It is planned to have the movie machine operated by one of the lay students in the science course. There are at this time already three boys in that department of the high school who are capable of operating the machine.

The school will be a practical illustration in the matter of cooking and housekeeping. A laboratory, equipped with electric lighted tables and a sink, and containing gas stoves and a refrigerator, will be used for the practical instruction of the girls in the art of cooking. A laboratory, equipped with electric lighted tables and a sink, and containing gas stoves and a refrigerator, will be used for the practical instruction of the girls in the art of cooking.

Overhead in the classrooms are a series of transoms, which will be opened at will, adding to the possibility of providing pupils with a maximum amount of pure fresh air and the best natural lighting. By means of these doors it is possible to dismiss classes into the open air through the side of the classroom wall, so to say, since the pupils may file out of the classrooms directly into the playgrounds.

Automatic Electric Clock
An automatic electric clock and bell system is installed in the building. Each classroom will receive the bell at certain hours for the close of school, and in addition, an intercom system extending through the building will allow the principal to communicate with every room. This will obviate the need of sending from room to room to locate a pupil and facilitate rapid communication between the teachers and the office of the principal and the superintendent.

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INCREASED NUMBER OF IMMIGRANTS FIGURES SHOW

Many Wealthy German and Spanish-Americans Come To San Diego

HAVE INTERESTS SOUTH

General Improvement in Class Of Aliens, According to Local Inspector

While the number of immigrants arriving at this port and at Tia Juana, according to the figures of the San Diego immigration office, was slightly less for the year ending June 30, 1913, than the previous year, there was a substantial increase in the statistical class, or those who came with the intention of becoming permanent residents. Since the end of the year each month has shown an increase over the previous one in the number of arrivals, and there has been a decided improvement in the class of immigrants. The official figures to June 30 show 2153, both statistical and non-statistical, with seventy-one departed. Of these, 2253 were Mexican. Russia was next with 391 and Great Britain was third with eighty-three. The remainder was divided among France, Italy, Africa, Armenia, Cuba, Germany, Norway, Austria, Sweden, China, Japan and the East Indies. The non-statistical class, or those who came only for a short time, was swelled in 1912 by the large number of Mexican refugees who fled to this country on account of the revolution. Last year the figures show that the arrivals on this account were much smaller, making the actual count considerably larger.

While the immigrants in the main are to be found in the lower class, the federal officials say that there is an increasing number of German and Spanish-Americans who have commercial interests in Mexico, Central and South America who are coming to San Diego with their families to reside, after first having done so in the south from here. As a rule these are persons of ample means and in a position to buy homes here. In addition to this, there is a general class improvement among the immigrants from Europe, particularly those from the northern countries.

Among the non-statistical class, in addition to the Mexican refugees, are a great many aliens who come to this coast to visit relatives or who expect to be here only a short time.

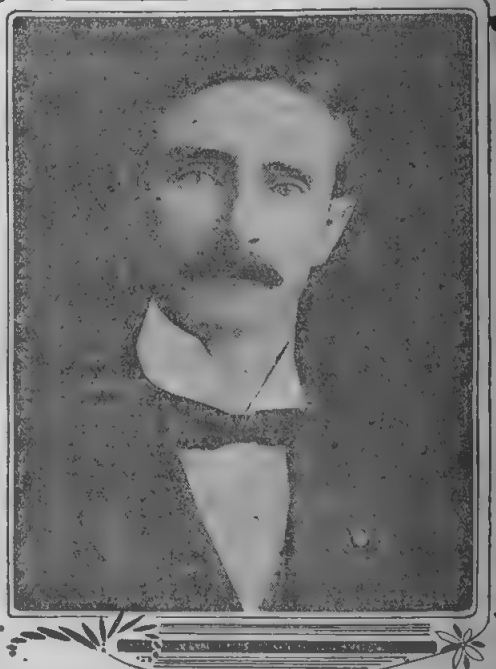
The majority of the immigrants remain in San Diego or San Diego County. Those leaving for other states are a small number. New Mexico and Arizona. Nearly all of them are in good condition physically according to Harry H. Weddell, inspector in charge of the local immigration service.

ready the school has practically reached its capacity.

Provision was made in the design of the structure for additions thereto. Extra blocks of room will be erected on the north side of the present building without marring its architectural beauty. For the present, however, the building will possess the unusual feature of an enclosed playground.

One reason assigned for the abnormal increase of the number of children attending the Coronado school is that the school provides such unusually excellent and modern facilities for educating children that many people have moved to the city and built homes there to give their children the benefit of the splendid school facilities, together with the possibilities of living in so beautiful a locality.

The Coronado Board of Education is composed of the following: President, Neal Brown; clerk, Herbert R. Pritch; clerk, Armand Jessop; and Ivan Deach, school superintendent.



CLAUDE L. CHAMBERS, Attorney at Law, 505-506 Watts Building.



The Cabrillo Cigar Factory

Leading Brands
CABRILLO SANTA FE
HOME INDUSTRY
A. SENSENBRENNER, Mfr.
957 Fourth Street.

HARTWELL ELECTRIC CO.

— PIONEER —
ELECTRICAL CONTRACTORS AND SUPPLY DEALERS

— The Most Dependable to Be Found —

At our store, 955 Sixth Street—a most complete stock of Electrical Appliances and Lighting Fixtures.

— Nuf Said —

Don't try to find permanent storage room for something you may never use again—but use a "For Sale" ad.

Fintzelberg & Steinmetz
Real Estate, Insurance and Loans
Rents Collected. Taxes Paid. For Non-Residents.
Property Carefully Managed.
No. 759 Sixth St., San Diego
P. O. Box 694

FLOWERS AROUND HOMES OF SAN DIEGANS YEAR AROUND



Beautiful Plants Bloom While the East Hibernates; Nearly Every One That May Be Mentioned, No Matter From What Part of World, Thrives Here.

BY GUY T. KIRNE,
Secretary San Diego Floral Association

SAN DIEGO, California is truly the "land of flowers"—when we make it so. It is possible for any person in San Diego, with even a little plot of ground, to have some plants in bloom out of doors every day in the year, if he is willing to give some thought to planting for succession, and some time and labor in watering, fertilizing and cultivating.

The easterner, who comes here expecting to find all of California a wilderness of wild flowers at any season of the year, is liable to be disappointed for a little while. He will find that there are times when the uncultivated hills are brown and barren, as is the case in any country with lots of sunshine. At first he will carry an unkindly summertime, when his weather eye discerns "back-east" signs of rain, but later will learn that for perhaps eight months rain doesn't fall in San Diego. Then he will begin to appreciate the occasional fog which drifts in from the ocean, leaving a spring-like freshness when dispelled by the rays of the rising sun. By that time he is no longer an "easterner" but a Californian, and begins to talk about our "climate," "our bay" and our land of sunshine and flowers.

There was a time when our friends farther north, delighted to tell of the scarcity of water in San Diego, and how it was necessary to carry a canteen when paying this city a visit.

Equal to Occasion

Of course it was never half as bad as the stories told, but there did come a time when the city fathers found it necessary to provide a water supply adequate for future needs. As is usual when necessities demand, the need was amply supplied, but with the wonderful growth of the city, increasing the consumption of water, necessitated again demands that more be provided, and San Diego has again arisen to the emergency.

Though present-day dry farming methods are accomplished wonders in raising crops and trees with little moisture, yet as a general rule, water is an absolute necessity in the raising of plants and flowers. During San Diego's "dry years" flowers were not plentiful and good lawns few and far between. What a change is being wrought.

In the first place, nearly any flower, shrub, or plant that you can mention, no matter from what part of the world it came, makes itself at home in San Diego. Mexico, South America, Africa, Hawaii, Japan, China, India and the various countries of Europe, have sent their choicest plants to us, and almost without exception they live, grow and thrive most satisfactorily. In the few instances where they have not, it simply remains to be proved that the plant is not adapted to our climate.

Many semi-tropical fruits are being cultivated in increasing commercial quantities. Such fruits as the guava, loquat, avocado, orange, lemon, grape-fruit, avo-

cado, feijoa, and many others, are here to stay, and two of the latest trees to be adopted are the soap-nut and date.

Grow to Perfection

When it comes to the flower question, San Diego wears a smile of satisfaction, but take away one of the great branches of the floral kingdom and some representatives of it will grow here to perfection.

The possibilities of plant growth in San Diego may well be illustrated by the operations of the real estate man. He looks about for a "tract" to subdivide. It matters little where it is, about San Diego. A few or many acres are secured, probably covered with sagebrush, or maybe perfectly arid. He makes a survey, and the engineer divides it into lots. A surveyor lays out the streets, and if the property happens to have a canyon or the engineer's garden, he makes contour roads with walks and building sites to fit the landscape. The tract is turned loose on the property and in many instances, street trees, shrubs, palms and flowering plants are started before the tract is put on the market. In the meantime the real-estate man issued his prospectus showing the beautiful scene as it will appear when completed, and the best of it is, the water practically fulfill the optimistic expectations and assertions of the interesting prospectus. In a remarkably short time the barren tract has been transformed into a community of cozy bungalows and cottages, with vine-covered porches, blue-grass lawns and pretty gardens.

In our youthful days "back east," outdoor gardening began in April and May, and in September and October it became necessary to look out for frosts. Then during the long winter months "looking after" the potted plants was a matter of great concern. The winter, the favorite of them all, would get "nipped" and thus would our labor and care be in vain.

Every Month Planting Time

In San Diego with approaching winter comes the greatest activity in the flower garden. The ground must be cultivated, mulched and fertilized, in preparation for the planting of many kinds of flowering plants. Every month in the year has its planting list, but if one wishes to be a big boy in garden matters, he can (in most cases "when" can) let the garden nearly run itself during part of the summer, and then along about the first of October, a noting about the paths and into neglected corners, shows symptoms of the returning desire to get one's fingers into the dirt again.

October really begins the planting season, starting with the early bulbs, but not if one wishes to be a big boy in garden matters, he can (in most cases "when" can) let the garden nearly run itself during part of the summer, and then along about the first of October, a noting about the paths and into neglected corners, shows symptoms of the returning desire to get one's fingers into the dirt again.

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FLOWER GROWING IS A NEGLECTED INDUSTRY

Increasing Need for Local Nurseries, According to Miss K. O. Sessions.

CONDITIONS HERE IDEAL

San Diego Has Largest Poinsettia Growing Plant in the United States.

That flower growing may be made a profitable industry in San Diego is the opinion of Miss K. O. Sessions, vice president of the San Diego Floral Association. It is not merely a passion for the idle rich but there is an increasing need for the wholesale growing of flowers for the local market at this time and later for the Imperial Valley and Arizona when the San Diego and Arizona railroad is completed. Miss Sessions says that the flower industry has been long neglected, but the winter flower market has not been keeping pace with the demand. We need more flowers to be raised here, and it does not seem to be the case that the people of San Diego are not growing flowers. The winter flower market is a big one, and it is not the case that the people of San Diego are not growing flowers. The winter flower market is a big one, and it is not the case that the people of San Diego are not growing flowers.

Business In Infancy

This business of flower growing is quite in its infancy and has many possibilities. It has played no small part in the history of California and it will increase rather than decrease in the future. The people of San Diego are not growing flowers, and it is not the case that the people of San Diego are not growing flowers. The winter flower market is a big one, and it is not the case that the people of San Diego are not growing flowers.

D. F. Garretson, President. J. S. Akerman, Secretary.

Pacific Wood and Coal COMPANY

Wholesale and Retail Dealers in

COAL---COKE---WOOD

HAY AND GRAIN

DISTRIBUTING AGENTS

Western Feed Co.'s Chicken Provender, Bradley's Standard Fertilizers and Pratt's Stock Foods

SAN DIEGO - CALIFORNIA

SPORTING GOODS

BICYCLES

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2 CYCLE & ARMS

Stephens & Company, Inc.

GOVERNMENT MUNICIPAL RAILROAD and CORPORATION

BONDS

Write for information about California Municipal Bonds, which are first liens on valuable city property and bear seven per cent interest. California's most attractive investment.

Stephens & Company, Inc.

Union Building San Diego, California

The First Institution in San Diego Dealing Exclusively in Bonds

San Diego Soda Works

C. W. HOOPES, Proprietor

Manufacturers of Soda, Sarsaparilla, Ginger Ale, Champagne, Cider in Kegs, Mineral Water, Sarsaparilla and Iron, Phosphates, Iron Brew.

ALL KINDS OF Syrups, Jalmaca, Ginger, Peppermint, Essence.

450 Logan Avenue

Bot. 22d and 23d Sts.

Tels. M. 1468, H. 2041.

CHALMERS

Motor Cars

LEWIS M. TEFFT

Front and C Streets, San Diego

Packard Service Station

BRITISH SEEKING LOCAL PRODUCTS

Foreign countries are seeking data on local products with a view to such importations demanded abroad, according to various inquiries received recently by the Chamber of Commerce. Among these is a letter from a representative of a London firm seeking information regarding the supply of canned and exported apricots, peaches, pears, prunes and nectarines.

The firm desires to get into communication with the producers, according to the letter, as these articles of food are in demand by its customers. The representative added that he has noted in the English press that the Panama canal would be opened in a short time and that he desired to make arrangements to ship by this route as soon as advantageous rates could be obtained.

Also of a similar nature have also been received from Valencia, Spain, the American Belgian Chamber of Commerce at Brussels and from others.

The population of San Diego has more than doubled since the last Federal census was taken. It is estimated at anywhere from 80,000 to 100,000.

CLEARING HOUSE BANKS

Clearing House No. 1

FIRST NATIONAL BANK

N. E. CORNER E AND FIFTH STREETS

Capital.....\$ 150,000.00
 Surplus and Und. Profits 296,940.24
 Resources..... 3,613,721.76

D. F. GARRETTSON, President
 F. W. JACKSON, Vice President
 F. J. BELCHER, Jr., Cashier
 E. H. GUNNIS, Asst. Cashier

Clearing House No. 2

MERCHANTS NATIONAL BANK

S. W. CORNER BROADWAY AND FIFTH STREETS

Capital.....\$ 100,000.00
 Surplus and Und. Profits 500,379.80
 Resources..... 2,625,719.17

RALPH GRANGER, President
 A. H. FROST, Vice President
 W. B. ROGERS, Cashier
 H. E. ANTHONY, Asst. Cashier

Clears Through No. 5

UNIVERSITY AVENUE BANK

N. W. CORNER UNIVERSITY AVE. AND SIXTH ST.

Capital.....\$ 50,000.00
 Surplus and Und. Profits, 13,000.00
 Resources..... 503,520.96

CHAS. T. CHANDLER, President
 WM. E. OTIS, Vice President
 E. G. OTIS, Cashier

Clearing House No. 5

AMERICAN NATIONAL BANK

N. E. CORNER BROADWAY AND FIFTH STREETS

Capital.....\$ 200,000.00
 Surplus and Und. Profits 177,868.58
 Resources..... 2,308,814.24

J. W. SEFTON, Jr., President
 I. ISAAC IRWIN, Vice President
 O. L. WILLIAMS, Cashier
 L. J. RICE, Asst. Cashier
 T. C. HAMMOND, Asst. Cashier

Clearing House No. 9

MARINE NATIONAL BANK

947 FIFTH STREET

Capital.....\$ 100,000.00
 Surplus and Und. Profits 55,762.88
 Resources..... 1,280,117.59

G. W. FISHBURN, President
 F. A. GARETSON, Vice President
 O. L. SELLERS, Cashier
 WILLARD R. FISHBURN, Asst. Cashier

CLEARING HOUSE BANKS

Clearing House No. 3

BANK OF COMMERCE AND TRUST CO.

S. W. CORNER E AND FIFTH STREETS

Capital.....\$ 500,000.00
 Surplus..... 200,000.00
 Und. Profits..... 77,626.51
 Resources..... 3,842,863.70

JULIUS WANGENHEIM, President
 FRANK S. JENNINGS, Vice President
 MILTON H. EPSTEIN, Cashier
 R. B. THOMAS, Asst. Cashier
 R. B. FOLWELL, Trust Officer and Manager Trust Dept.

Clearing House No. 6

SAN DIEGO SAVINGS BANK

N. E. CORNER E AND FIFTH STREETS

Capital.....\$ 200,000.00
 Surplus..... 200,000.00
 Undivided Profits..... 162,326.96
 Resources..... 4,199,603.13

M. T. GILMORE, President
 J. W. SEFTON, Jr., Vice President
 E. M. BARBER, Cashier
 C. L. REED, Asst. Cashier

Clearing House No. 7

CITIZENS SAVINGS BANK

1040 FIFTH STREET

Capital.....\$ 100,000.00
 Surplus..... 25,000.00
 Undivided Profits..... 9,667.08
 Resources..... 1,015,091.02

I. I. IRWIN, President
 JOHN ZWECK, Asst. Cashier
 C. B. WHITTLESEY, Cashier
 G. E. JAEGER, Asst. Cashier

Clearing House No. 4

BLOCHMAN COMMERCIAL AND SAVINGS BANK

635 FIFTH STREET

Capital.....\$111,000.00
 Surplus and Und. Profits..... 15,419.93
 Resources..... 698,122.81

L. A. BLOCHMAN, President
 J. A. HEAP, Vice President
 W. S. DORLAND, Cashier

Clearing House No. 8

SOUTHERN TRUST AND SAVINGS BANK

N. E. CORNER BROADWAY AND FOURTH STREETS

Capital.....\$ 250,000.00
 Surplus..... 54,000.00
 Undivided Profits..... 33,209.47
 Resources..... 2,695,869.35

G. A. DAVIDSON, President
 PHILLIP MORSE, Vice President
 E. O. HODGE, Cashier

By H. H. JONES, Manager.

A Few Plain Facts About The Owl Drug Company

A Pacific coast concern, owned and controlled by Pacific coast people. Established 1892. June 10th this year 21 years old. First store San Francisco—today 20 stores. San Diego, Los Angeles, Oakland, San Francisco, Sacramento, Portland, Seattle and Spokane. Original store at 1128 Market street, San Francisco, 8 employees—today 896 employees. Today, a large, central manufacturing point occupying seven stories.

The "Owl" operated the first out-rate drug store, was the first drug store to do business on a strictly cash basis.

Was the first drug store to have a one-price system.

Was the first drug store to fill prescriptions in plain sight of its patrons.

Was the first drug store to remove the "hocus-poens" and mysterious Latin terms from many items sold.

Was the first drug store to provide waiting room and conveniences for woman patrons.

Was the first drug store to employ woman clerks and nurses for selling those items to women patrons which formerly they had a hesitancy about asking of a man clerk.

Mr. R. E. Miller, the manager, main executive and principal owner, was the originator and still gives his undivided attention to the affairs of the company.

Most of the managing force has grown up with the business. If The Owl is looking for a new manager, it looks behind its counters.

Previous to their advent into the business no attempt had ever been made by any one in the United States to combine the manufacturing and wholesale end of the business with the retail sale and distribution of its various commodities.

The original plan of The Owl Drug Co. was to do a drug business on a business basis.

The symbolic Owl and Orange color paint, so characteristic of Owl stores have been copied in every city in the United States and even abroad.

The Owl Drug Stores are now waiting on over 700,000 customers each month.

The Owl Drug Stores use more sales clerks than any concern west of Chicago.

The analytical and manufacturing facilities of The Owl are not equaled by any other retail drug concern in the United States.

IN THEIR NEW 6-STORY MANUFACTURING LABORATORY AT 24 MAIN ST., SAN FRANCISCO

They have machines for counting pills.

They have machines for punching tablets.

They have machines for measuring seidlitz powders.

They have machines for accurately weighing drugs.

They have machines for so delicately beating Cod Liver Oil into an Emulsion that it tastes like whipped cream.



The Owl Drug Company's Building and Store at 4th and Broadway

They have machines for making Tooth Paste, and from the crude product to the finished article in the tube it does not come in contact with human hands.

They have machines for harmoniously blending the rare Otto of Rose with the finest Talcum Powder for your ladies' bonhair.

They have machines for grinding roots and herbs into impalpable powders. Market reports show that ground and powdered drugs cost less than whole drugs and herbs. This is the reason. Millers can use all kinds of scrap for making powdered and ground drugs, but when health is at stake The Owl considers that it cannot be too cautious about what goes into its preparations, and, therefore, though it can buy powdered and ground drugs for less, it prefers to grind the crude material.

They have machines for sifting and disintegrating various materials that enter into tooth powder.

Owl drugs are put up in sanitary containers. Owl drug packages and bottles are labeled, giving the exact capacity—no false bottom or indented side bottles. At the Owl Drug Stores everything is full measure and full weight.

Owl drug labels bear the price. When you buy a package of Epsom Salts at an Owl Drug Store you will find the Salts clear white crystals. It comes to you in sanitary packages. The package is marked with the retail price and label containing the directions. The Package is also

marked as to its exact weight—a pound's a pound, a quart's a quart at an Owl Store.

PRESCRIPTIONS

Prescriptions at The Owl are filled exactly as the doctor orders, and in no case has The Owl ever substituted or guessed what the prescription calls for.

In every Owl prescription room is a framed sign which reads as follows:

"Immediate dismissal is the penalty for Substitution." No bottle or box is ever used twice in an Owl prescription room. If you take a bottle to any Owl Store to be refilled, the bottle is immediately cast aside and a new one used. Those medicines in pill and powder form are sent out in lugged cover boxes, avoiding the possibility of the covers being interchanged.

A bottle of liquid from the Owl Drug Co.'s Prescription Department should be conclusive evidence that the contents has not been tampered with.

Whenever possible prescription labels are typewritten, and each Owl prescription room is furnished with a typewriter for this purpose.

No man ever fills a prescription in an Owl Store unless he is a duly Licensed Pharmacist.

All prescriptions filled at The Owl Stores are marked with the cost, for The Owl is not ashamed of the price it charges.

All Owl Stores fill prescriptions free for the worthy poor. Any needy soul can have a prescription filled free, no matter what the cost, at an Owl Store by the simple O. K. of a doctor.

OTHER INTERESTING FACTS

The Owl stands behind preparations of its own make, as well as those advertised over its name.

Owl advertising is real advertising—no item is ever advertised "special" that is not a special, and an Owl special sale is immediately acted upon by all newspaper reading patrons.

Owl salespeople have their own Club, called The Todco Club (the word "Todco" being a coined word from the first letters of the words "The Owl Drug Co."). In the larger cities the employees have their own club rooms, moving pictures and stereopticon machine and pianola. Examinations for prizes are held between the different employees and rivalry is always keen. Stereopticon views are given the employees and various views of the different stores are portrayed all for the betterment of the service.

"Unhappy rests the face that wears a frown"—stolen from Fra Albertus—was recently graphically shown to all employees.

Owl employees have a savings department of their own and can leave their money on deposit and draw good interest.

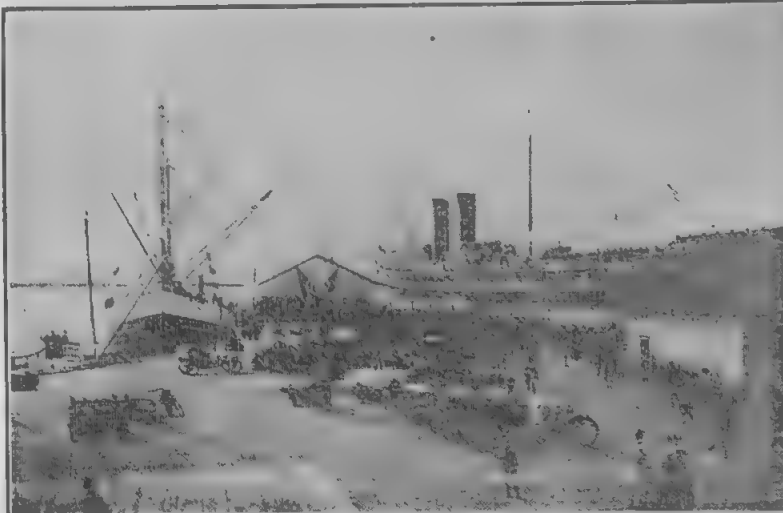
Mail order business: A mail order department is conducted in each city; and out-of-town folks can trade at Owl Stores a la Uncle Sam. Once an Owl customer, always an Owl customer. No matter where you go, you can order from an Owl Store from all parts of the country.

No new feature or plan is ever put in effect without first giving the department and store managers a chance to discuss it, and these people really handle and manage the company.

COAL BUNKERS AND WHARF AT FOOT OF G STREET, SAN DIEGO



STORAGE WAREHOUSE 941 EAST THIRD STREET, LOS ANGELES



SANTA FE WHARF, FOOT OF H STREET, SAN DIEGO

Spreckels Bros. Commercial Company

Office On Santa Fe Wharf

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

... the ...

SHIPS HARBOR ONE YEAR

Master Foster Makes
First Annual Report to
City Council.

COPY SENT TO LONDON

10,383,000 Feet of Lumber
Carried by Sailing Vessels
From Coast Ports.

One of the most interesting documents relating to the harbor of San Diego is the report of the master of the first sailing vessel to enter the harbor in 1913. The report, which was made to the city council, shows that the harbor was in a state of great improvement and that the sailing vessels were in a state of great improvement.

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Hotel Manager Buries Jinx Year 1913 Deeply Under Sod and Snow

Realistic Arrangement In San
Diego Hotel Window At-
tracts Attention.

The year 1913 is buried deeply in a sod and snow, and the hotel manager of the San Diego Hotel is showing a realistic arrangement in his window. The arrangement is a realistic arrangement in his window. The arrangement is a realistic arrangement in his window.

\$30,000 RESIDENCE IS SOLD WISCONSIN MAN

Albert Wuest Disposes of
Beautiful Home Over-
looking Harbor.

Showing the demand for high class residences in San Diego is the sale of a beautiful home overlooking the harbor. The home is a beautiful home overlooking the harbor. The home is a beautiful home overlooking the harbor.

STEWART SAVES CITY MORE THAN \$10,000

Year Sum Realized Through Judicious
Planning of Treasurer.

The treasurer of the city of San Diego has saved the city more than \$10,000 through his judicious planning. The treasurer has saved the city more than \$10,000 through his judicious planning. The treasurer has saved the city more than \$10,000 through his judicious planning.

NEW HOTEL TO OPEN FEB. 15

San Hotel in Harbor of Warner
Hot Springs, a Favorite Resort in San
Diego, Will Open in February.

The San Hotel, a favorite resort in San Diego, will open in February. The hotel is a favorite resort in San Diego. The hotel is a favorite resort in San Diego.

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SAN DIEGO'S BUILDING RECORDS EXCELLENCE CONSIDERING DEPRESSION

In Common With All Other Cities, Activity Was Not as Great
In 1913 as in 1912; Allowing for Big Fair and Harbor
Permits, However, the Volume was Practically Normal,
And Far in Advance of Most Other Places.

By Reed Robinson.
The year 1913 is a year of depression, and the building record of San Diego is a record of excellence. The building record of San Diego is a record of excellence. The building record of San Diego is a record of excellence.

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ARRIVALS GREATER THAN DEPARTURES

Steamship Company's Records
Show More Persons Lo-
cated Here Than in 1912.

Figures on the number of passengers coming to and sailing from San Diego on vessels of the Pacific Steamship Company's fleet during 1913, as compiled by City Passenger Agent J. Don Dunsmuir, shows that the number of passengers far outnumbered the departing travelers. The figures are interesting in that they show that more persons located here than in 1912, the year of the depression.

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SPRECKELS THEATRE

TONIGHT AND MATINEE
NEW YEAR'S DAY MATINEE AT 2:15 — EVENING AT 8:15
— ENGAGEMENT EXTRAORDINARY —

Prices: Lower Floor, \$2.00 and \$2.50. Balcony, \$1.00 and \$1.50. Family Circle, \$1.00. Matinee Lower Floor, \$1.00. Balcony, \$1.00 and \$1.50. Family Circle, \$1.00.

GABY DESLYS

(Speaking and Singing Entirely in English) in
"THE LITTLE PARISIENNE"
A modern three act musical comedy, with Harry Miller and the Big New York Winter Garden Co. (not a vaudeville Beauty Chorus of GABY GIRLS). Orchestra of 20. Coming here after triumphant engagements at San Francisco and Los Angeles.
Seat Sale Now On.

Monday, Jan. 5
One Night Only
Prices 50c to \$2
MAIL ORDERS NOW
Seat Sale Saturday at 10 a. m.
— IN —
The High Road

GABY DESLYS, NOTED BEAUTY, HERE TODAY

San Diegans will at last have the opportunity of seeing the famous French actress, Gaby Deslys, within their own midst. Surrounded by her numerous admirers, she will appear in the play "The Little Parisienne" at the Spreckels Theatre. She will be accompanied by her husband, Harry Miller, and the Big New York Winter Garden Co. The play is a modern three act musical comedy, with Harry Miller and the Big New York Winter Garden Co. (not a vaudeville Beauty Chorus of GABY GIRLS). Orchestra of 20. Coming here after triumphant engagements at San Francisco and Los Angeles. Seat Sale Now On.

EMPIRE

ALL OVER THE WORLD
A HAPPY NEW YEAR TO EVERYBODY
SULLIVAN-CONSIDINE
"LOUIS' XMAS"
COMEDY PLAYLET
EDNA AUG
CORDENESE
6 Big S. & C. Acts
Extra Mat. New Year's Day
In Motion Picture Shows
Hands Across the State
Tour.

MAJESTIC

3rd & 4th THEATRE - CSTS.
ONE WEEK, STARTING MONDAY, JANUARY 5, 1914
AMERICA'S GREATEST PLAY

ARIZONA

Adapted for Motion Pictures by the Author, Augustus Thomas.
Each following week will be offered high-class Motion Picture Subjects of famous novels and dramas, at prices within the reach of all.
THREE TIMES DAILY PRICES 10 AND 20 CENTS NIGHTS 7:00-9:00 MATINEES 2:00-4:00
Evenings—7:30 and 9:00—25c and 50c
Thurs., Sat., Sun., Matinee, 2:00—50c. All Seats 15c

PLAZA

Preferred Service de Luxe of the Licensed Producer.
10 a. m. to Bedtime—10c.
Patronage of White People Only Is Solicited.

BASEBALL ATHLETIC PARK

Take No. 1 Car
Hap Hogs vs. San Diego Consolidated Brewers
SATURDAY AND SUNDAY, JANUARY 3-4
GAMES CALLED 2:30 START ADMISSION 25 CENTS

The Matinee Thes Dansants

For Benefit Of
THE COLLEGE WOMAN'S CLUB
Hotel Del Coronado
Ballroom
Coronado Beach
TUESDAY AFTERNOONS FROM FOUR TO SIX
By Invitation Only.

NEW YEAR'S, 1914

Begin and buy her "Mo' Abo" and she will have no more. Ingersoll Candy Co.

Within Reach

of all is the price for my kind of dentistry. Because I do more of it and do it without pain you can have better work at lower prices than in other offices.

Painless Parker

FIFTH AND F STREETS.
Other offices in Los Angeles, Bakersfield, San Francisco, Oakland, Brooklyn, N. Y.

Witching "Hour"

The problem put before its builders is to produce an organ that can fill all outdoors with its music. It is no simple task. In addition to the Austin universal air chest, with its constant air pressure for all ordinary tones, there will be an auxiliary high pressure air chest for producing on certain tendencies of special power and dominance.

(Continued on Page 3, Col. 2, 3-4)

MOUNTED OFFICERS TO PATROL STREETS

Manney and Wilson Bellevue
New System Will Prevent
Many Accidents.

A squad of ten mounted policemen will be assigned to patrol the downtown streets in order of chief of Police Wilson, beginning today. This force will be on duty from 8 a. m. until 6 p. m. and will be on the plan of having a mounted officer on the downtown streets at all times. Chief Wilson, in order to prevent accidents, has decided to have a mounted officer on the downtown streets at all times. This force will be on duty from 8 a. m. until 6 p. m. and will be on the plan of having a mounted officer on the downtown streets at all times. This force will be on duty from 8 a. m. until 6 p. m. and will be on the plan of having a mounted officer on the downtown streets at all times.

CITY AUCTION PUT OFF ON COSGROVE'S ADVICE

Attorney Finds That Drugs and
Liquors Cannot Be Sold
Legally.

The municipal auction of articles seized by the police and taken from the Cosgrove place, was postponed by the attorney for the city, who found that the sale of drugs and liquors was illegal. The auction was postponed until a later date when the legal aspects of the sale can be resolved.

U. S. SOON MAY EVACUATE NORTH PART OF CHINA

Germany Also Will Withdraw Russian
Lead.

OFFICERS FORBIDDEN TO DO TANGO IN PUBLIC

War Office Editor Dares American Dance
At All Public Balls.

GREEK INSISTS HE HAS RIGHT TO BEAT SPOUSE

"I have a right to beat my wife whenever I please," declared Gus Lina, a Greek who was arrested at Third and H streets, yesterday afternoon, by Police Officer Hyatt and Lankford.

UPHOLSTERED PREDICTED

REHLEN, Dec. 31. That the last has not been heard of the Zabrera incident is reported today in the reports of the conventions of the Central and Eastern states. The incident involved a man named Zabrera who was involved in a legal dispute.

CHILDREN WHO ARE SICKLY

OMAHA, Dec. 31. W. W. Francis has become known to the world as the author of the book "The Children Who Are Sickly". The book discusses the health and well-being of children and provides advice for parents.

OFFICERS GRILL NAVY SECRETARY

(Continued from Page 1)

possible. The committee, which is composed of members of the navy and other officials, is currently questioning the secretary of the navy regarding various matters related to naval operations and personnel.

DRYDOCK ENTERPRISE LAUDED BY KETNER

West Coast Company Receives
More Assurances of Governmental Recognition.

Additional assurances that the big floating drydock, twenty sixth street, will receive government recognition, and that the great draughts of the battleship fleet that soon will come to San Diego via the Panama canal will be docked here, is contained in a letter from Congressman William Kettner to F. James, president of the West Coast Floating Drydock Company.

CONTRACTORS' NOTICE

Sealed proposals will be received by the secretary of the industrial fair committee up to Monday, January 5, at 4 p. m., at the Chamber of Commerce rooms, Second and Broadway, for the construction of the industrial fair grounds. The proposals should include details of the construction work and the estimated cost.

Card of Thanks

We wish to express our gratitude and appreciation to the many friends who have kindly sympathized with our family during the illness of our beloved husband and father, and for the beautiful flowers sent by them in our time of bereavement. Mrs. J. M. Stead, Edwin Thill, Geo. Thill, Adolph Thill.

Funeral Carriages

are in San Diego. Why pay more for a funeral carriage than you should? We have the best and most comfortable funeral carriages available at a reasonable price.

HAMBLEY & SMITH

Funeral Directors and Licensed Embalmers. We provide professional services for funerals and embalming, ensuring that all arrangements are handled with dignity and care.

FUNERAL DESIGNS

LANIER, Florist. We create beautiful floral arrangements for funerals and other occasions. Our designs are tasteful and elegant, providing a fitting tribute to the deceased.

**Our Store
Will Remain Closed
All Day
Thursday
HAMILTON'S**
Sixth and O Sts.

**Cuyamaca Coffee
A Comfort**
Through life and a blessing in old age. Wholesome, nourishing and invigorating. Try it, compare it with other coffees. **FRAGRANCE AND FLAVOR** order for your Christmas and New Year's dinner. **S. J. WINES COFFEE CO.** 558 4th St.

**Victor Vapor
Gas Heaters
Are Superior**
Owing to a vapor coming in contact with the gas flame, which produces a heat, making it absolutely odorless. (Vapor never rising above the heater), eliminating the dry, husky atmosphere, which is generally produced by using gas in heating.

**No. 1 . . \$10.00
No. 2 . . \$ 7.50
No. 3 . . \$ 3.50**
1913 HOODOOS WALL STREET

**COAST
HARDWARE
CO.**
ALWAYS CHEAPEST.
725 5th Street
Near Hardy's Market

Grady & Furlong
San Diego's Up-to-Date Funeral Directors and Embalmers. Personal attention to all calls, night or day, with our attendants and our prices the lowest. **HOME 4604; M. 5501** Res. H. 5512; M. 5522-3.

DR. L. L. BOSWORTH
DENTISTRY
Every one who has a dental operation performed by Dr. L. L. Bosworth will be fully satisfied. All work positively guaranteed. Prices within the reach of all.

Glasses Broken?
BRING ME THE Largest piece and I will replace it. I will also repair and refit all broken glasses. **DR. L. L. BOSWORTH** 111 6th St. Phone 111.

SCUDDER
Dependable Optician
8 Years' Experience
MOYER'S DRUG STORE
5th and D.

**To the Young Men—
of San Diego—**
The Southern Radio School presents the opportunity of thoroughly mastering a profession that is still in its infancy. Start your Wireless education NOW. Tuition very reasonable. Call at the School, Third and B Streets, for full particulars.

**SOUTHERN
ELECTRICAL
COMPANY
THIRD & E**

**George Washington
threw a dollar across
the Delaware River.**
But a dollar spent in our store will go farther than in the days of George.

**F. W. Bradley Co.
(Incorporated)
1058 Fourth St.**
— Wholesale —
Wines and Liquors
Agents for
Shasta Water.

HATS
in town—NEW ONES
EVERY WEEK.
1130 Fifth St.
Lala Theatre Bldg.

**YEE CHAN
COMPANY**
Chinese Herbs
Cure All Diseases. 1328
Ash St. cor. 5th

**Tom Jem
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Chinese herbs and
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We are disposing of our entire stock of Trunks, Suitcases, Traveling Bags, Handbags, etc. at a great reduction. Call at once to see our goods.

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ALL THINGS PERTAINING TO MUSIC
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GITTELSON CONSERVATORY
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For teaching piano, voice, violin, etc. Call at once to see our goods.

Willibald Lehmann
VOYAL INSTRUCTION
In all styles of singing. Call at once to see our goods.

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In all styles of singing. Call at once to see our goods.

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Normal course for teachers in the DUNN-BYRON METHOD OF TEACHING MUSIC. Call at once to see our goods.

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In all styles of singing. Call at once to see our goods.

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The West Point of the Pacific. Call at once to see our goods.

THE BISHOP'S SCHOOL
opens Sept. 22d. Beginning Aug. 10. Mrs. Benham will be at the school. Call at once to see our goods.

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Piano, Violin, Voice, Theory. Every piano student has the personal supervision of Mrs. Florence Schinke. Call at once to see our goods.

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Randolph and Jackson Streets. AN OPEN AIR SCHOOL. Call at once to see our goods.

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Every Woman
Marvel Douche
Ask your doctor for a list of agents. Call at once to see our goods.

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Call at once to see our goods.

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EVERY SATURDAY, 11 P. M.

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TO CHANGE
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Leaves San Diego for Los Angeles
at 8:00 a. m. and 8:00 p. m.
Round trip \$11.00.

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Stage**
Leaves San Diego for Los Angeles
at 8:00 a. m. and 8:00 p. m.
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Notice to Contractors
Notice is hereby given that the
construction of a stadium and
other buildings is being undertaken
by the Board of Park Commissioners
of the City of San Diego.

SYDNEY SHORTLIN
AUSTRALIA 19 DAYS
VIA HONOLULU AND SAMOA
Call at once to see our goods.

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THROUGH THE
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From New York, January 15, 1914
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WOODS REMEDY CO.
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POLO SEASON OPENS AT CORONADO TODAY

Inaugural Match to Be Called
At 2:30 O'clock; No Ad-
mission Charged.

BLUES VERSUS WHITES

Ross, Critcheys and Drury
Among Star Players Ap-
pearing in Lineups.

POLO TODAY:

Blue—
No. 1—Frank Belcher.
No. 2—Jack Critchley.
No. 3—Hildbrand.
Back—Major C. G. Ross.
White—
No. 1—W. H. Dupee.
No. 2—Lieutenant Nicholson.
No. 3—Hugh Drury.
Back—J. Critchley.

The polo season at Coronado will be the first of the kind since the war. The game has been played for years in the country, but it has been so long since it was played here that the players are not familiar with the game. The polo season at Coronado will be the first of the kind since the war. The game has been played for years in the country, but it has been so long since it was played here that the players are not familiar with the game.

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Maier's SELECT EXTRA PALE BEER

In Sterilized
Amber Bottles

MAKE a good meal taste better and "feel" better by serving this digestive ap- petizer with it.

Large bottles, per doz.
net. \$1.10
Small bottles, per doz.
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San Diego Wholesale Co.
355 SIXTH ST
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The Table Beer

INSIDE OR OUTSIDE?

Latest advices from Europe state that two-thirds of the big steamship companies are rushing preparations to extend their service through the Panama Canal.

Expert estimates place attendance at San Diego Exposition between 12,000,000 and 18,000,000. Our modest estimate is 10,000,000.

Think of what that means. Look forward to 1915! The fair is open. See those millions streaming into its gates!

Panama Canal Extravaganza, the unrivaled attraction of the Fair, is running to capacity business. Money is pouring into its Box Office.

Have you any interest in that vital stream of real money? or are you a mere "outsider?"

Take this to heart. Do not wait until the Fair is open and regrets are vain. Get into this golden circle NOW—before the next advance.

Panama Canal Extravaganza has an hourly capacity of 4800. Three capacity hours daily would give our shareholders \$5.00 for every One Dollar invested.

Beginning Feb. 1, our shares will advance by monthly rises of 5 per cent until they reach par (25 cents).

Become an "insider" at once. Get in on the rising market. Get in at the beginning.

Come to our offices. See the wonderful, electric, working model of the Extravaganza.

You will convince yourself that to be on the "inside" is to reap large profits.

Write or phone for our interesting, illustrated, free literature. Come out with us to the Fair grounds and see the site awarded our attraction.

Shares 21 Cents --- 10 Per Cent Down

TABLE OF PAYMENTS			
\$ 2.10 Monthly Buys	100 Shares	Total	\$ 21.00
5.25 Monthly Buys	250 Shares	Total	\$2.50
10.50 Monthly Buys	500 Shares	Total	\$10.50
21.00 Monthly Buys	1,000 Shares	Total	\$21.00
26.25 Monthly Buys	1,250 Shares	Total	\$26.25
52.50 Monthly Buys	2,500 Shares	Total	\$52.50
105.00 Monthly Buys	5,000 Shares	Total	\$105.00
210.00 Monthly Buys	10,000 Shares	Total	\$210.00

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PANAMA CANAL CONCESSION COMPANY,
1517 E. Street, San Diego

Please send me literature regarding the PANAMA CANAL CONCESSION COMPANY at the coming San Diego Exposition

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Panama Canal Concession Co.

1517 E Street, San Diego, Ground Floor, Timken Building. Phones Main 563, Home 3576.
AFTER JANUARY 10, 1914, OUR ADDRESS WILL BE 1239 5TH ST.
SAN DIEGO, CALIFORNIA

"Looking Down on Lemon Groves."

COSTABELA

A 50-acre tract in course of subdivision. Nine miles away from city and sea. Altitude 700 feet. Beautiful view sites with restrictions. \$250 up. For Particulars see agents or write owner,
W. F. HUNT, Lemon Grove, S. Cal.

All Hail The Glad New Year!

May it bring good health and prosperity to every San Diegan. They are both within our reach and possible. The first, health, may be obtained by proper care of ourselves, and prosperity is already at hand. To be prosperous, we must first look that way and it will be easier to gain prosperity. Buy yourself a good-looking suit case or traveling bag to go with that becoming suit of clothes you wear; then buy your wife, sister, daughter or mother a nice, respectable hand-bag to go with that new gown. Prosperity comes from spending money. If you and every other individual in San Diego would spend \$25.00 during the next two weeks it would mean that over \$1,250,000 would be set in circulation. Money must be kept busy to be of any value, and it depends on you just as much as any other individual whether prosperity strikes San Diego or not. If you hang on to every dollar you own, and everybody else does the same, why, hard times are sure to come.

It is not necessary to be a spendthrift; you can buy economically as well as foolishly; but there must be a loosening up, and the sooner the better.

Just now we are offering the greatest values in Suit Cases, Traveling Bags, Trunks and Ladies Hand Bags—\$3.50 for \$2.00; \$8.00 for \$5.00; \$10 for \$6.75; \$15 for \$10; \$25 for \$17.50. We have a few fitted Suit Cases that we will close out at actual cost. Now, get busy and help us to get busy.

San Diego Trunk & Bag Co.

1056 Fifth Street, Between O and Broadway.

HARRY C. BEESON CO.

SPECIALIZING IN
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Leases and Rentals

We can always
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EL CENTRO, Imperial Valley
ON NEW YEAR'S DAY

Imperial Valley Lands
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Our Auto Service Will Leave for the Valley
Every Day from Main Office

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no delays. J. D. Adams, 22

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AND, "I have two more \$100,000 in property. I have \$148 East."

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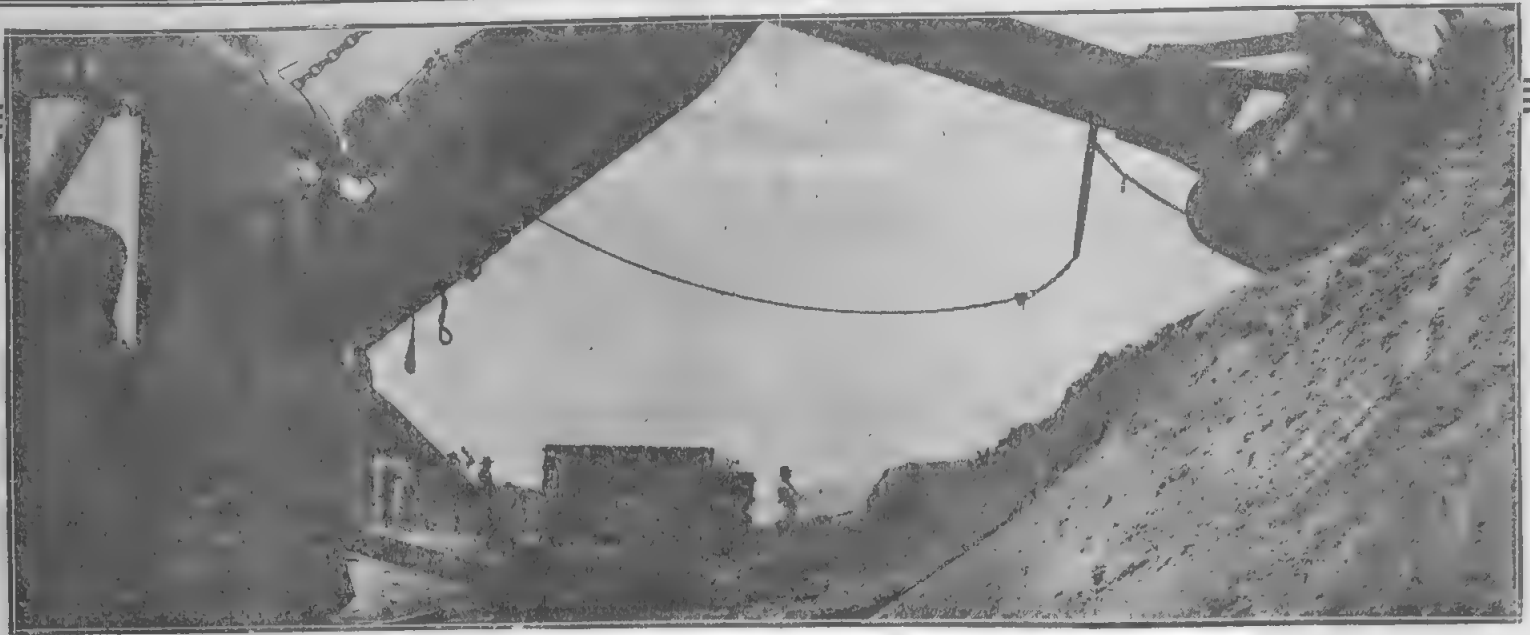
DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

cause fatalities. The average number of deaths in the past five years is one a year. A comparison with the number in the Middle West, where

(Continued on Page 4)

(Continued on Page 2, Column 2)

Construction Work Now Being Done on the San Diego and Arizona Railway



EQUIPPED WITH FIRST-CLASS
STEAM SHOVELS

Robert Sherer

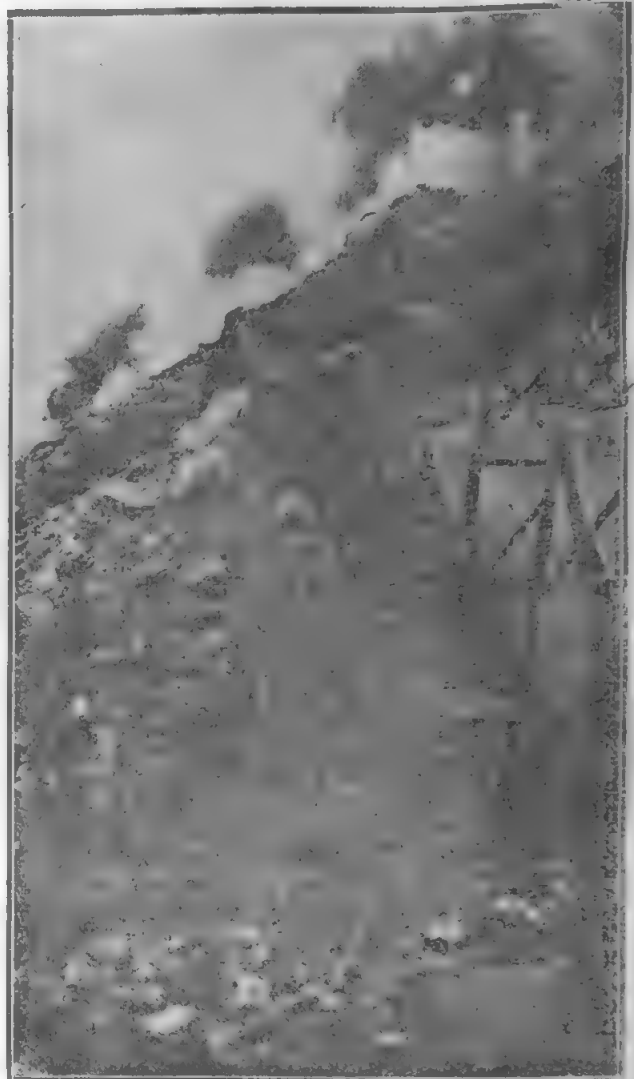
& Co.

RAILROAD AND GRADING CONTRACTORS

648-650 PACIFIC
ELECTRIC BLDG.

LOS ANGELES, CAL.

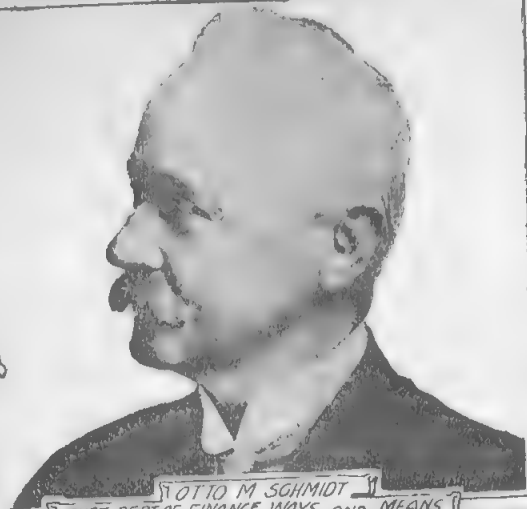
Estimates Given



Public Officials of the City of San Diego



HENRY N. MANNEY
SUPT. DEPT. POLICE, HEALTH AND MORALS



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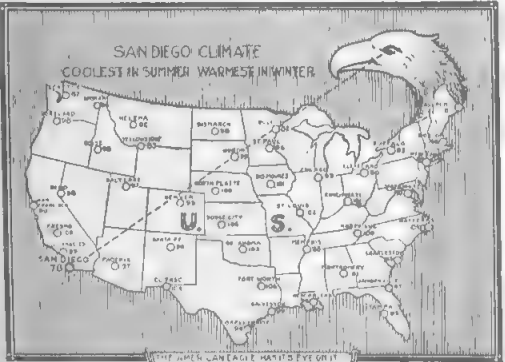
WM. RUMSEY
CITY ENGINEER

COOL WHEN HOT, WEATHER PARADOX

(Continued From Page 1)

When they are not often brisk or calm. Of course, as one approaches the higher, drier and more exposed crests, the winds are stronger and the air has less moisture. The local weather bureau station has no record of storms of great damage other than the occasional sand storm, although a sand storm was recorded since the establishment of the station.

Part of the reason for the paradox, Mr. Carpenter says, would name November. If a stranger should visit a real-estate agent in the city, he would very likely name November. And if he should visit a farmer, he would name the month of the year when the crops are harvested. It is a curious paradox, but it is a fact that the weather of San Diego is a paradox. It is a paradox because it is a city where the weather is so different from the weather of other cities. It is a paradox because it is a city where the weather is so different from the weather of other cities.



San Diego climate is a paradox. It is a paradox because it is a city where the weather is so different from the weather of other cities. It is a paradox because it is a city where the weather is so different from the weather of other cities. It is a paradox because it is a city where the weather is so different from the weather of other cities.

TABLES

Showing Mean Minimum Temperatures in January, Mean Maximum in July, Annual Mean, and Number of Years.

Station	Min. Jan.	Max. July	Annual Mean	No. Yrs.
San Diego	49	81	65	25
Los Angeles	49	81	65	25
San Francisco	49	81	65	25
New York	49	81	65	25
Chicago	49	81	65	25
St. Louis	49	81	65	25
Philadelphia	49	81	65	25
Baltimore	49	81	65	25
Washington	49	81	65	25
Houston	49	81	65	25
San Antonio	49	81	65	25
Fort Worth	49	81	65	25
Dallas	49	81	65	25
Phoenix	49	81	65	25
Albuquerque	49	81	65	25
Denver	49	81	65	25
Portland	49	81	65	25
Seattle	49	81	65	25
San Jose	49	81	65	25
San Francisco	49	81	65	25
San Diego	49	81	65	25

A HOME-MADE HYGROMETER

The hygrometer is an instrument that indicates the amount of moisture in the atmosphere. In winter, when doors and windows are closed to keep out the cold, the air in the house may become very dry—a condition that is the unspoken cause of many colds and sore throats. The hygrometer will show you when the humidity of the air in a room is low, so that it ought to be. Something as simple as a glass of water and a small box of wood, with a small hole near the bottom of the back, and fix in it a small wooden peg. Directly above, near the top of the box, drive a short, stout needle through the wood.

Make a small, round hole near the end of an ordinary match so that it will fit over the needle in the box. Split the same end of the match, fasten the end of a long hair in the cut, and wind the hair once or twice round the match to secure it. Fasten the other end of the hair to the peg below, after making a turn or two round the peg with the hair, until the upper match is horizontal.

This simple match forms the indicator of the hygrometer, and should be weighted with a light counterbalance, an almond makes a good weight for the purpose. As the air becomes more or less moist, the hair lengthens or shortens, and the indicator falls or rises.

If you wish to make a scale opposite the indicator, wet the hair with a brush and place the scale at the point where the indicator comes to rest. Then place the box for a few minutes in a warm fire, even a lamp. The scale between can be marked off into degrees, and the hygrometer is ready for use.

These Bronze Tablets

weighing about two hundred pounds each for the cross erected to the memory of Father Augustine Serra at Old San Diego are the largest of the kind ever made by the Southwestern Foundries Co.

SOUTHWESTERN FOUNDRIES CO.

1970 India St.

We are not limited to this class of work. We do brass, bronze and aluminum casting pattern and machine work of all kinds. Our work is guaranteed. Call and let us figure on your requirements or ring up Main 1494.

By Dr. Edward L. Hardy, Principal.

THAT is a formal school? Presumably the average man on the street will undertake to answer the question by informing you that it is a school where the children are instructed for the training of public school teachers, and that it is, therefore, a

of man as a conqueror of himself and nature.

Dominion Crown-up Habits

As I realize the first thing that he does is to get down to the level of the child, about looking as far as possible all of the crown-up habits, prejudices and limitations that may be in the way of the child's

THE UNIVERSITY OF CHICAGO PRESS

[illegible][illegible][illegible]

March 15, 1967. This slogan is not only a part of the new type of the school, but also a part of the new type of the school. The slogan is a part of the new type of the school, where the young teachers learn to lead the school.

The San Jose Normal school does not, with a further greater degree of adequacy than is usual, the problem of proper home and environment for child and teacher.

Its 1,400 children and one-half acre with playground, sports court, athletic fields, a vegetable garden, and dormitory rooms provides a park or field adequate for the child to the growth of a human animal through play and through work in the

The work of the school in the last year at present did not have a decided short of the following conditions, along with the following factors, in order to supplement the work in the field and in the preparation of the house. The race of poultry is to be light the children of the training and this went together with in the use of the incubator.

...normal situation. However, it is a fact that in the future, however, it is one thing to say that the school is in a bad state and that it is in the state of a five-year-old child to be put in a new situation with a new curriculum. It is hoped that the state legislature in 1915 will make the necessary appropriation.

Not the *self* alone, but all of God's
out of doors, has shaped the body
and soul of man, and it is because the
man has this power that man
is a part of the universe that
consent of him that he is a
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...a region where children begin to develop freely in mind and in life. There is still a long way to go. What is to be done to train children into the modern barracks known as the modern schoolhouse. It is time for us to bring off the habits and trammels of North Europe on a street and come out with our children into the high

This, the local normal school has done, and now, daily in the open air, pupils are reading and writing under its campus, classes of children may be seen basking in the leading clean, electric air of Saginaw. Moreover, a walking playground is provided, where small events take place, and where, daily, the students and

children in the open air for the major portion of the day, and years ago, already the great festival of the school year, as Dedication Day and Commencement, have been taken out of doors, and much of the work of the school in literature and history is done in those phases of the two great festivals. All the story of the American people has been brought out in all the story of the school year, and the history of the small children in the first grade, and the children of the first grade, and the children of the first grade, and the children of the first grade.

The physical foundation of life, however, is only a foundation for the houses of mind and soul. The mental and moral development of a man is the real and final thing done in the physical field. And not only this, we have a training that shall bring into the life of man the spiritual and moral development that shall make him a true man.

As a realist the first thing that he does is to get down to the level of the child, about knowing as far as possible all of the "grown-up" habits, prejudices and limitations that may interfere with his entrance into the child world. To this end, Spencer developed, many years ago, a beautiful, but simple model of a child since known as Spencerian penmanship. It is composed of lowercase letters, and control and is so arranged that the child can be granted, and the aim of it all was a copper-plate style which would eliminate individuality. Small children

[illegible]

In every field of elementary and secondary education, we wish to see abandonment of adult standards for the simple, natural expression of itself by the child. In physical education, the Russian and American and German (adult military) system of calisthenics are being replaced by the games of children, and such drills and evolutions as designate a prearranged routine are being thrown away like so much rubbish. The demand is being made in every field to reach at all standards of discipline and form. Similarly, in all of the education of the child through bodily expression—through manual training, cooking, music, art, and the like—there is a demand for education to keep always the

[illegible]

of the South. Growth and progress with a separate system, with separate teachers and separate curriculum. It is not a work in progress. It is a finished work. Sewing, typewriting and agriculture, for instance, have additional practical value, work in the home, and are profitable and profitable to the individual. They are to be developed, and along with this development these proceeds the necessary process of culture in history, literature, and art. The individual is to be educated and given the necessary discipline, self-control and self-sacrifice.

These three schools, the elementary school and the intermediate schools, are all normal schools that feature shops in which the normal school student becomes a teacher, not of language theories and laws, but of life's actual conditions. For her own part, I am a student and teacher, and I am, therefore, having a school in

for her growth into a young woman
to teach, the student has at her dis-
position a great laboratory expe-
rienced liberty, of 12-60 classes, ex-
pensive laboratory equipment for work
in the sciences, shops and studios, and
culture courses in literature, modern
language, history, economics, educa-
tion, music and drawing and art ad-

of them carried on the basis of collegiate standards. Hence, he thinks it is quite complete. As a craftsman he must meet the practical tests of skill, pay no attention to whether he is right in mathematics, but the university of life.

Social Efficiency Training

Most training at the three day conference largely training for social efficiency.

must mean largely training for social efficiency, must also come from participation in real experience. Therefore, a student body must have its own student life and organization, and there must be of the kind that recognize the student bond and kinship, but do not separate the student from the world. There is no longer any such division between society and its edu-

...on I implicitly was implied in the mediaeval phrase "town and gown" for the cap and gown have been relegated to the museum of antiquities, and the student dresses like a citizen. To the citizen, the college, the university, the normal school, is not an exclusive organization,—it is his own laboratory, his own bureau of research, with its experts working at

The new view of an educational institution makes the normal school immensely significant in the problem of the workings out of modern civilization,—how significant, only a few leading educationists really grasp. The significance of the normal school lies right here, in the proposition that civilization depends for its success or its failure, not on the character of its universities, or of its high school education, or normal school education taken by itself, but on the

school. The pyramid of civilization, until now resting on its apex through the adequate support only of the higher institutions of training, must be inverted, and placed fairly and squarely upon its true base and adequate support, the elementary school, the school for the rank and file of the citizen. Unless this is done, the pyramid will fall, and with it no army. And unless the normal school is prepared for this attack of the great school, the normal school, as of the past, will be left isolated, and supported by the people there can be no adequately trained ex-



San Diego, Cal.



**SAN DIEGO,
CAL.**

through the training afforded by an adequately officered elementary school.

On the elementary schools, and the normal schools, at least two dollars should be spent where one dollar is

should be spent where one dollar is now spent. Unless social economists and a people willing to cut down the fearful modern wastage of war and vice, through a world-wide self-denying ordinance find this other dollar, government by the people is not likely to survive, for there will be no trained and no self-governing people.

The school stands for: Thorough drill in fundamentals; but also development of self expression and self control; development of the individual but of the humanized, social individual; domination of the modern note; but also an adequate sounding of the lesson of past history and experience; democracy, but democracy saved by efficiency.

beyond the sixth grade.
 The normal school stands for:
 The elementary school.
 A better rural school.
 The peace movement.
 The universal education of the uneducated
 in order to bring about a harmonious world.

THE WASHINGTON IRON WORKS takes this opportunity to thank its many friends in San Diego for their liberal patronage during the past year and wish them a Happy and Prosperous New Year.

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TREASURES FOUND IN ANCIENT SPANISH ARCHITECTURE

Old Buildings of Sonora Prove Revelation to the Trained Observer.

IS THE LAND OF ROMANCE

To Modernize Sacred Missions Would Be to Destroy Paradise of Art.

By WILLIAM H. WHEELER
A few years ago I had the honor of being appointed the traveling correspondent of an architectural society and from the South Pacific I returned rather proud of the honor, and my dreams were rose

My first impressions of America, however, were not in the far west, but in the south, where the chief and ever beautiful influences to the architectural world. During my travels I found that the Spaniards, my whole being was turned to that of a pugnant viper, ever looking for a chance to strike a blow of venom at my surroundings. It is not the least of the beauties of the south that the Spaniards have not only preserved the old and harmonious to the modern eye, but have also the art of making the old into a new and more perfect correspondence; and so it was with me.

My travels eventually led me to Mexico, that country lying at our doors which has been a lure to the traveler since for the Spaniards living on its threshold, holding a certain fascination. It is not the different surroundings, different scenery, but merely the fact of being in a country where the Spaniards have gathered and fostered through the centuries the art of making the old into a new and more perfect correspondence; and so it was with me.

Treasures a Revelation
To my trained sense of observation, the Spaniards in their treatment of the old buildings and their preservation of the old, the treasures of the past, the art of making the old into a new and more perfect correspondence; and so it was with me.

To the trained eye of the present day, the Spaniards in their treatment of the old buildings and their preservation of the old, the treasures of the past, the art of making the old into a new and more perfect correspondence; and so it was with me.

Spain has the greatest impression on the traveler. The Spaniards in their treatment of the old buildings and their preservation of the old, the treasures of the past, the art of making the old into a new and more perfect correspondence; and so it was with me.

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Theatre and Store Building We Built for J. D. Spreckels & Bros. Company

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STRUCTURAL STEEL CONTRACTORS

time builders and artists were clever imitators, as a minute examination of the supposed wainscoting proved. It seemed to be composed of rare marble, having a similar vein to an imported Scotch marble, and very beautiful, but on examination it turned out to be merely mural decoration.

The prevailing style of architecture for business houses is the arcade, and no matter where one looks one sees a continuous line of arches. The dwellings conform to the flat front, barred windows and the glorified porch. The garden, and the talking of the garden, in the palm and orange trees, makes each place an enchanting spot. Most of the buildings, it is true, are built of brick and stone, and most of the gardens are very bit in the brilliant sunshine and under the canopy of an intense blue sky, even

sanctifies Alamos. But, after all, is it contentment? We read in history that centuries ago the tribes from which these native emigrants were not only skilled in domestic sciences but excelled all other natives of this northern continent in every element of civilization. Their laws governing civil rights, moral society and criminal acts would certainly make valuable amendments to the over-padded Blackstone of today; but, sad to relate, decadence is visible everywhere. They seem to be satisfied with one thing—"Life." The craving for embellishments and garnishments that go with it are missing; they seem crushed and conquered; they show it in every movement which is symbolical of a closer scrutiny reveals that water and he are strangers.

The lines "For here's to the man who is pleased with his lot, We never sit signing for what he has not Contented and thankful for what he has got."

Contentment Personifies Alamos Contentment is a word that per-



DANIEL B. NORTHRUP, Physician,
323 325 McVee Building.



WILLIAM R. ANDREWS, Attorney at Law,
Spring Valley, Cal.

SIMON LEVI COMPANY



Realizing the importance of San Diego's growth, and having organized their present quarters, this company has just completed a new business home, as pictured above, located at the Southeast Corner of Seventh and J Streets.

It is the most modern and up-to-date wholesale business block in San Diego, and is situated in the heart of the city, where it is accessible to all the business houses of this growing city.

Mr. Simon Levi, with this, his are established in this reinforced concrete building, which has three stories and a basement, and which covers a space of 10,000 square feet. We are confident that our company can be with pride to the enterprise of the SIMON LEVI COMPANY, who have built up a business requiring such a modern and creditable structure.

The company, Mr. Simon Levi, has given this structure much thought and attention, and the contractors, Messrs. Armstrong & Pefley, have performed excellently in construction.



500 RANCHES
1000 HOUSES
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1525 "C" St.
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Sport Enthusiasts of World Are Lured to San Diego by Matchless Out-Of-Doors



Southland Acknowledges No Off-Season in Athletics, and Every Game Known Is Played Along Sun-Kissed Coast.

By Thomas G. Armstrong.

The southwest has long been known for having few equals in the world for its year-around open-air sporting arena. Climatic conditions second to none in the world permit indulgence in every branch of outdoor sports from January to January and as a consequence the lure of the field and water attracts thousands during the twelve months.

With its series of clubs and hundreds of active members, San Diego and the adjacent city and sea have rightfully been called a "lake city" around where every recreation competition to the country is enjoyed without a lull month after month.

For instance, witness the cessation of sporting activities in nearly every other state in the Union during the late fall and throughout the winter in this favored clime there is no such thing as "off season" in any line of athletic endeavor.

Recreation in San Diego are sufficiently diversified to please the most fastidious enthusiast. There is not a sport missing from the calendar at any time during the year, when in fact, a variety of more than passing consideration. Football, basketball, polo, tennis, yachting, rowing, swimming and minor sports too numerous to mention are staged in

San Diego on Christmas and New Year's and for practically the same balmy conditions that prevail on the fourth of July and none can deny that this is the ideal spot for the person with good red blood in his veins.

San Diego's population lives out of doors during the greater part of the year and it is safe to say that the entire younger generation and a goodly portion of the grown-ups are directly or indirectly connected with some club or organization with an athletic bent.

Winter Baseball a Feature

The great American game, like the climate, is an around-the-year asset, the climax being reached during the winter when there is an exodus of major league players to the Golden State. While fans in the north and east must content themselves with arguments in the Hot Stove League, San Diegans are witnessing the real article. San Diego gets her quota of these star players who tie themselves to Sunny California, and those who do not take up their temporary residence in this city are members of teams that include the First Port of Call in their schedules.

Jeff Tesreau and Chief Meyers, of the New York Giants, and Tex Russell, of the Chicago White Sox, lead the list of notable players on the San Diego team this winter. Within an hour or two it is quite possible several more big leaguers will be added to the winter colony.

Golf, polo and tennis tournaments

conducted by the Coronado Country Club extend from New Year's day until late in March, when the most expert players in each sport flock to San Diego from all points along the Pacific coast, the Middle West, the East and Canada. Particularly in the case of polo, the tournaments of which are of equal importance to any held anywhere in the country.

Two Fine Golf Courses

San Diego boasts of two principal golf courses, the one of the Coronado Country Club and the other of the Point Loma Club. The latter club has recently reconstructed its links and enlarged them to twenty-seven holes. The Point Loma Club is housed in a magnificent building commanding a superb view of the bay, Coronado and the mountains to the east. Because of the wide, smooth boulevard leading from the city to the clubhouse, it is a favorite retreat for motorists. Matches between these clubs produce much rivalry and are played regularly throughout the year.

The Coronado Country Club, an older organization, holds golf matches early in the year in which the best golf players on the coast compete. A number of handsome cups are played for each year, by both men and women.

The tennis tournament is confined to one week in February at the Coronado Country Club, many players of national reputation competing.

Aside from the Coronado Country Club, there are a score or more of private tennis clubs with large memberships. These are more in the nature of neighborhood organizations and are scattered over the city and suburbs.

Polo Tournaments

The polo season at the Coronado Country Club commences with an inaugural match today and closes with the annual tournament in March. The schedule of play during the months of January and February will consist of cup matches between the Coronado and visiting teams each week and a series of handicap matches also have been arranged, under the rating of the American Polo Association, for two cups.

In the month of March the Ninth Annual Polo Tournament will take place. This is the most important for the Pacific Coast All-

American Polo trophy, the California Challenge trophy, and the Coronado Junior Championship trophy.

Among the teams which will compete will be the Santa Barbara, San Mateo, Riverside, Pasadena, Chicago, one from Canada, the Coronado team and others.

Of minor sports there are several that have good sized followings. Among these can be mentioned basketball, which is played both out of doors and indoors during the winter; wrestling, which has been revived during the past year, several of the biggest men in the game appearing here; bowling and football, the latter sport being confined almost exclusively to the High School and the Army and Navy Academy, both of which were represented in the Southern California Interscholastic conference of 1913.

Hunting and Fishing

Hunting and fishing rank high because of the seemingly unlimited sup-

ply of game birds and the plentifulness of tuna, as gamey a fish as one would care to angle for: albicore, bonita and numerous others of all sizes and descriptions.

Interest in fishing has been stimulated by the Coronado Tuna Club and the Red and Reef Club, the former having been organized during 1910. The latter club heads summer and winter tournaments, awarding buttons to persons catching the largest of the several varieties of fish under the conditions imposed by the organization.

The Pastime Gun Club leads the field in this line, having its own range and including in its membership some of the best shots in the West. A representation from this club went through the state fair at San Francisco during 1913, carrying the highest of prize prizes.

California is equal to perhaps the most sought after game bird during the open season and it is not surprising when an aspiring Nimrod re-

(Continued on Page 12)

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DAIRY INDUSTRY OFFERS CERTAIN PROFIT

Demand for Butter Far Exceeds the Local Supply



Dairy Cows in Corral

Good Milk Must Be Produced Under the Very Best Conditions

By Dr. Ion W. Parks

IT IS a fact that San Diego is the largest city in the world in which the dairy industry is the basis of the city's existence. It is a fact that the dairy industry is the only one in which the product is consumed in its natural state. It is a fact that the dairy industry is the only one in which the product is consumed in its natural state. It is a fact that the dairy industry is the only one in which the product is consumed in its natural state.

Dairyman Has Largely to Do With the Health of the Community

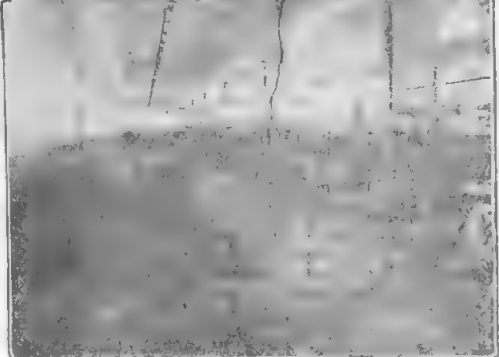
By Charles Cristadoro

IT MAY be difficult to impress upon the owner of a dairy that he is a veritable man of destiny, for he has milk, good or bad, carefully or carelessly produced, clean or filthy, depends the very lives of the users thereof. As a purveyor of food for his community, the dairyman is in a class by himself. He is the only one who is responsible for the health of the community. He is the only one who is responsible for the health of the community.

Interior Modern Conditions

SCIENTIFIC METHOD SURE MONEY-MAKER

WHAT the dairy business properly conducted offers under a certainty as far as financial returns are concerned than almost any other rural industry in San Diego county is the opinion expressed by those conversant with the situation. "Properly conducted," however, is a word which is differentiated between scientific and unsound methods, the one a sure money-maker and the other a sure money-losing proposition. The dairyman who is taking it on as a sideline, who is entering a most promising field of failure, this is what those who have made a study of the business say.



Interior Modern Conditions

laws of California forbid the feeding of cows with an output of half a million pounds of butter, valued at approximately \$100,000. The only certified dairy in the county is the one owned by the San Diego Creamery Co., which is located in the city of San Diego. The creamery is a modern building, equipped with the latest scientific dairy practices. It is a sure money-maker for the dairyman who is taking it on as a sideline.

REALTY BOARD PROSPERS

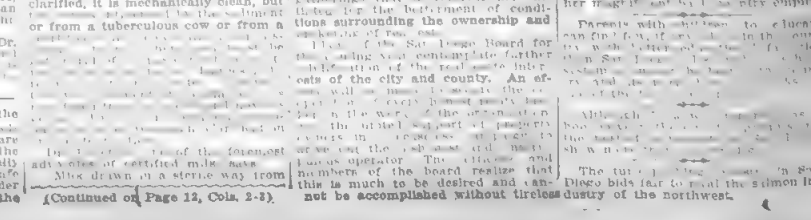
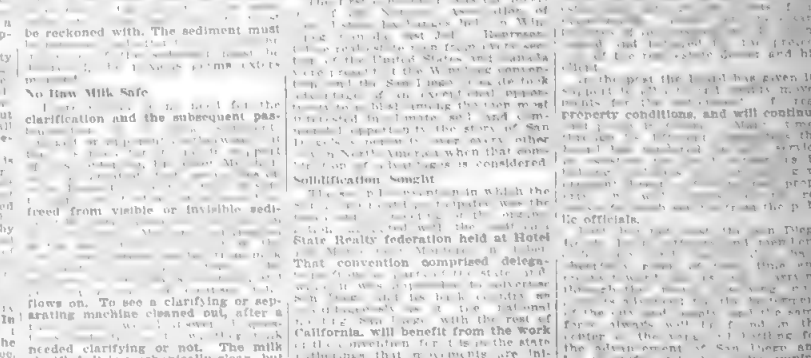
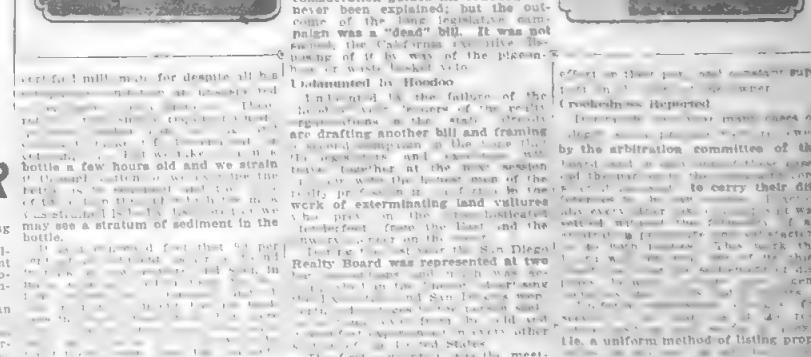
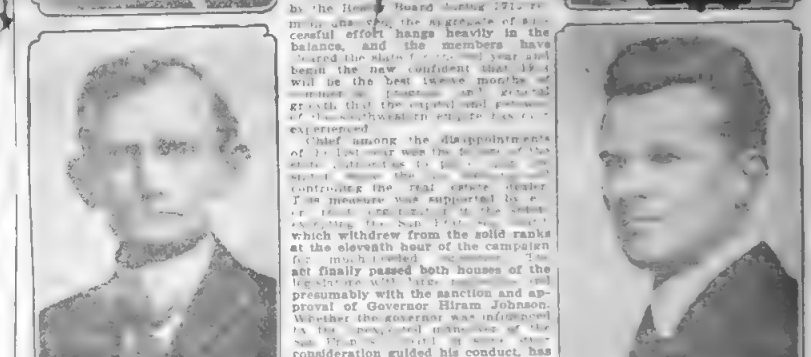
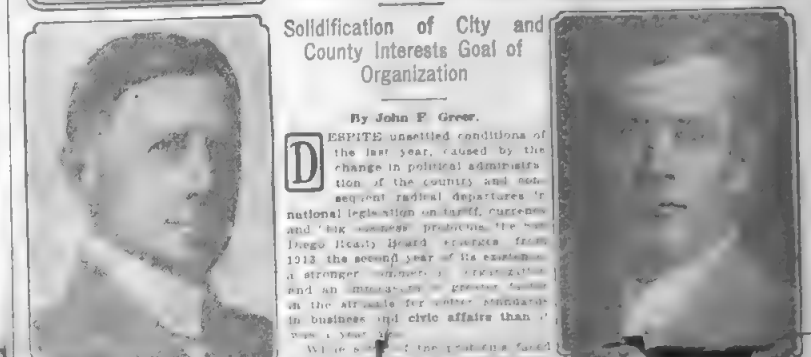
Top, at Center: John B. Starkey, President and Director San Diego Realty Board. At Left, Top to Bottom: Gordon Decker, First Vice President and Director; George D. Easton, Second Vice President and Director; D. D. McArthur, Director; Percy H. Goodwin, Director; John F. Green, Assistant Secretary.



HOODOO YEAR FAILS TO DISCOURAGE SAN DIEGANS

Local Dealers Build Up Encouraging Business Despite Myriad Drawbacks

LAND VULTURES SOUGHT



(Continued on Page 12, Col. 2-3)

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

Magnificent Harbor Gives San Diego First Call in Realm of World's Business



City's new Electric Dredge



Section of Blackhead showing portion of tide lands
reclaimed by City

DIRECTLY IN PATH OF GREAT MARINE HIGHWAY

By Edwin M. Cappa, Harbor Engineer

IT HAS been said that the Pacific ocean is destined to become the theatre of the world's greatest activities. That this was a truthful prophecy is being rapidly realized. The building of the Panama canal with its influence upon the commerce of the world, the emergence of China from the age of obscurity, into a main constitutional form of government, with its acquisition of a mandate for 50,000,000 inhabitants for the vast area of its territory, and Japan with its population of 70,000,000, the United States with its 100,000,000, and China with its 400,000,000, are all striving for supremacy in the East, will as a loadstone draw the nations of the world to change their raw and manufactured goods to the United States and Europe. This great movement of the world's population, passing east and west, will pass over the Panama canal, and never ending wars that follow the drive of nations to the west will be averted. The nations of the world will be united in a league.

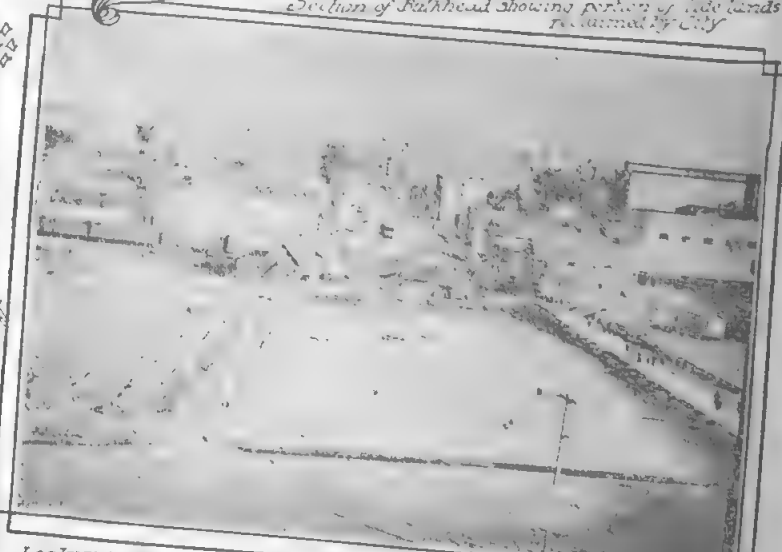
flow the waters of the Pacific along the lines of least resistance and the shortest distance between two points. The Panama Canal, therefore, is a natural demand, but following as closely as possible the arc of a great circle. Up to a point of a certain kind it will be true that a great circle passing through the westerly end of the Panama Canal, Japan and China will traverse the west coast of Mexico to the Gulf of Mexico, and thence directly across the Pacific; but shipping will follow the west coast of the United States far north as San Francisco, and thence across the Pacific in as direct line as it can take. The Panama Canal, being directly in the path of that line, is therefore of no less importance in the commercial world than is at once ap-

Finest Harbor in World
Since the time of its discovery by Cabrillo, 370 years ago, mariners have pronounced the bay of San Diego the finest natural harbor in the world. This peaceful sheet of water, encompassed by gently rising hills on the east and a lofty, rocky head on the west seems to have been designed by the creator as a safe haven for the officers of the sea.

(Continued on Page 1)



Putting in steelwork on new Municipal Pier



Looking up
Broadway from new wharf

HARBOR IS ASSURED BIG SHARE OF TRAFFIC

Representative of Steamship
Lines Aids Materially in
Calling Attention to Port.

CONDITIONS ARE BETTERED

Owners Concede That Better
Service May Be Had Here
Than San Pedro.

Contemplating the perspective
shown by the next few years
of development in San Diego
one of the most striking im-
pressions for a mental picture
of what the port is destined to be is
to be found among the waterfront.
It is in the line of the harbor
that the future will extend its
arms to the ships from foreign ports
on the shores of the Pacific canal,
and a nation of preparation for the
increased importance of the city
has been the most apparent to the casual
observer.

It is not, however, belated the
great part of the work accom-
plished during the past year in making
the port of San Diego one of the best
known through the efforts of these men.
These men are G. N. Koepfel, head of the
steamship department of the American
and Pacific Steamship Company, and
Harbor Master A. J. Foster, captain of the
port, and the other K. A. McCormick,
captain of the port, and Harbor En-
gineer Edwin M. Capps.

Koepfel, a native of Forti-
fic, is a former executive of the
International Mercantile
Company, of New York, has formed
an intimate acquaintance with the
big steamship men of the world that
has and will help materially in di-
recting the attention of these im-
portant officials to the importance of San
Diego as a part of the first im-
portance.

After Increased Commerce

Two weeks ago K. A. McCormick, San
Pedro, for the purpose of
interviewing the Pacific coast repre-
sentatives of a number of the larger
steamship lines and to call their at-
tention to the facilities of San
Diego harbor. Among those who
were interviewed were R. P. Scherwin,
president of the Pacific Mail
Steamship Company, Robert Doherty,
president of the Dollar Steamship
Company, Harold P. Ellis, president
of the American and Pacific Steamship
Company, and the other K. A. McCormick,
captain of the port, and Harbor En-
gineer Edwin M. Capps.

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recting the attention of these im-
portant officials to the importance of San
Diego as a part of the first im-
portance.

Robert Doherty said that
he did not see what facilities were
offered at San Pedro, but that the
facilities at San Diego were of a
higher order than those at San Pedro.
He said that the facilities at San
Diego were of a higher order than
those at San Pedro.

Harbor Master A. J. Foster
said that the facilities at San Diego
were of a higher order than those at
San Pedro. He said that the facilities
at San Diego were of a higher order
than those at San Pedro.

Edwin M. Capps, Harbor En-
gineer, said that the facilities at San
Diego were of a higher order than
those at San Pedro. He said that the
facilities at San Diego were of a
higher order than those at San Pedro.

Shipping has heretofore always
followed commerce. It is reasonable
to assume that ship owners will be
too glad to avail themselves of the
opportunity of including San
Diego as a port of call for their
vessels just as soon as we are in
a position to offer sufficient induc-
ment in the way of providing cargo
space for the larger vessels.

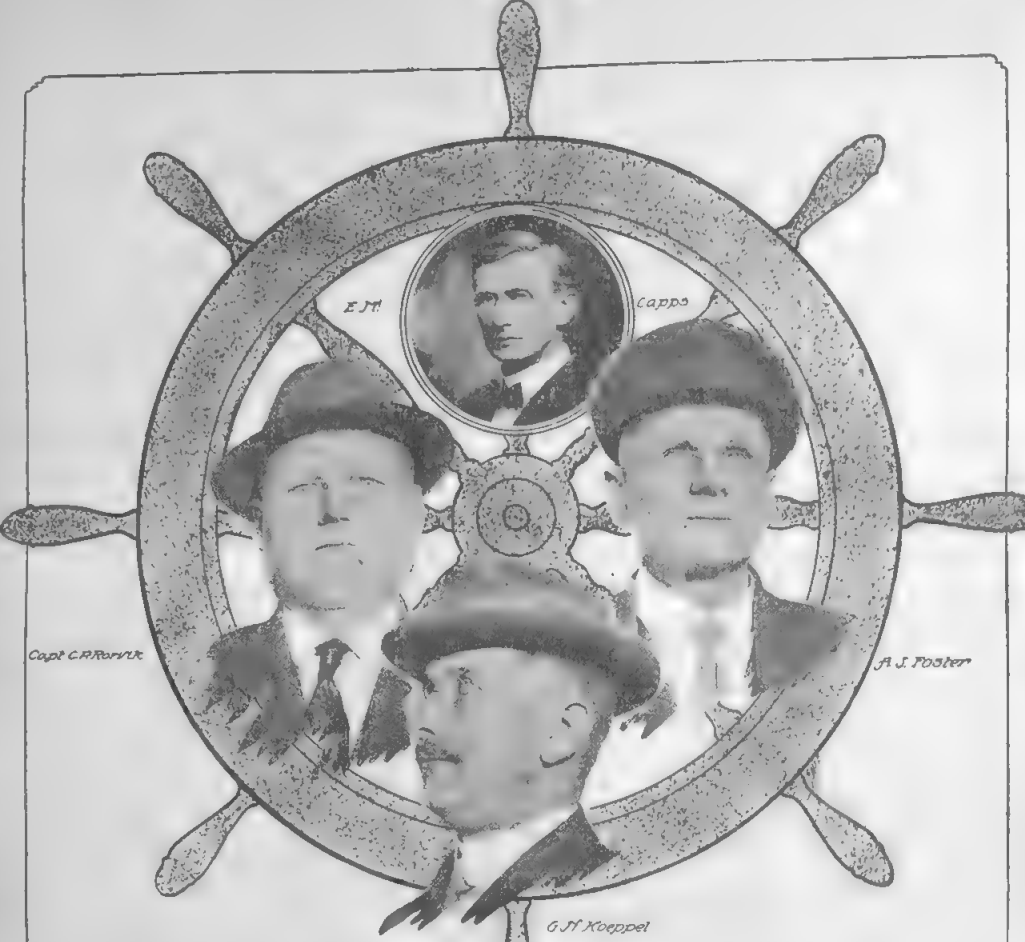
Among the industries San Diego
possesses are large lumber mills, a flour
mill, breweries, canneries and tribu-
tary trade in various commodities.
It is for these concerns to start
right now and make an active bid for
the Central and South American
trade, and to make it possible to
export and import firms located in
California, thereby materially assist-
ing this port and its present struggle for
supremacy over San Pedro.

It is in the line of the harbor
that the future will extend its
arms to the ships from foreign ports
on the shores of the Pacific canal,
and a nation of preparation for the
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gineer Edwin M. Capps.

SAN DIEGO FIRST TO EXTEND WELCOME TO SHIPS OF WORLD

By HOWARD E. MORIN



Importance in Europe and on the
Atlantic coast

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Finest Port on Globe Engineer's Ambition

ONE of the hardest working and
most optimistic men to be
found along the entire water-
front in Harbor Engineer Ed-
win M. Capps is \$1,000,000 har-
bor improvements. Ever since the
first time the water in the harbor
was turned on to the harbor en-
gineer has been a guardian of the
city's interests and has endeavored
to see that the harbor was in the
best of condition for the future.
Capps is a man of vision and
ambition, and he has endeavored
to see that the harbor was in the
best of condition for the future.
Capps is a man of vision and
ambition, and he has endeavored
to see that the harbor was in the
best of condition for the future.

According to figures compiled by
Harbor Engineer Capps, there are
fifty and sixty acres of tide-lands
to be reclaimed in the harbor area.
The harbor area is about 14,000
acres, and the tide-lands are about
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14,000 acres, and the tide-lands
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area is about 14,000 acres, and the
tide-lands are about 1,000 acres.

San Diego County is among the
first in the world to extend a
welcome to ships of the world.
The harbor is the finest in the
world, and the harbor engineer's
ambition is to make it the finest
in the world. The harbor is the
finest in the world, and the harbor
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the finest in the world. The harbor
is the finest in the world, and the
harbor engineer's ambition is to
make it the finest in the world.

SAN DIEGO COUNTY IS AMONG FIRST IN OLIVES

Seven millions of dollars are in-
vested in olive culture in Southern
California. It is estimated that San
Diego county is one of the best
olive producing counties in the
state. The olive industry is one of
the most important in the state,
and San Diego county is one of the
best olive producing counties in the
state. The olive industry is one of
the most important in the state,
and San Diego county is one of the
best olive producing counties in the
state.

Harbor Master A. J. Foster
sets foot upon practice of making
Bay Dumping Place.

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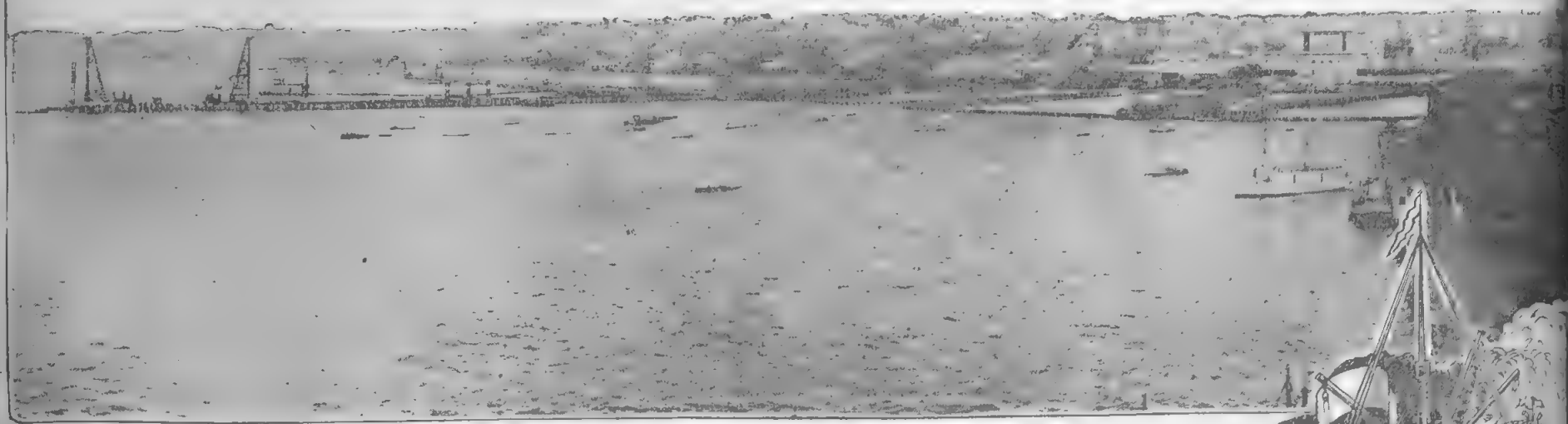
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Bay Dumping Place.

World's Argosies Through Panama Canal Will C



View of Harbor from top of Bunkers Wharf - New Municipal Pier in course of construction at left



Freighters at Dock

Pacific coast ports will be the first to feel the effect of commerce arising from the Panama canal, and San Diego, being the first to be reached within United States territory and the only one south of San Francisco capable of handling the largest ocean-going steamers, will naturally be the one to profit most.

The bay of San Diego has an area of twenty-two square miles and a depth of water over the bar at low tide of thirty-five feet. The main channel inside the bay averages between 1500 and 2,000 feet in width at low tide.

The completion of the San Diego & Arizona Railway, now under construction, will make the port of San Diego a transcontinental terminus and create here a market place for a vast inland empire.

The harbor is the key to the commercial situation in San Diego and all other elements combined toward making this a great seaport city.

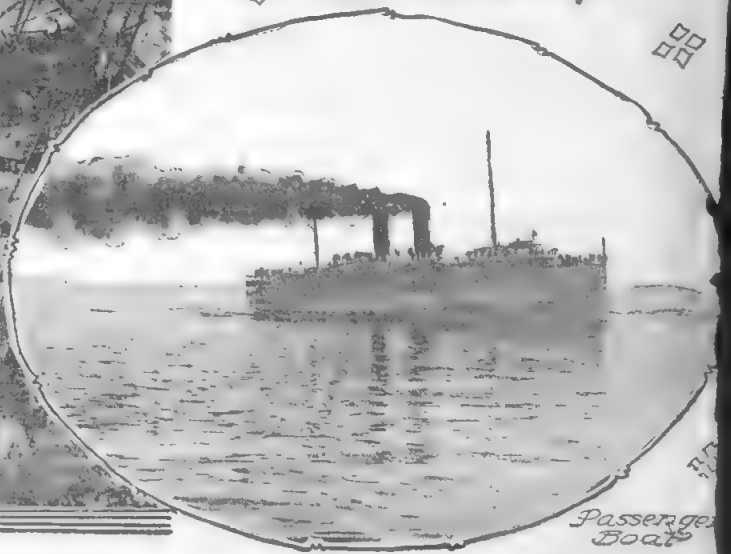
The harbor of San Diego is responsible for the coming of transcontinental rails, and where rails and sails meet a commercial center is bound to exist.



Unloading Lumber



Dock Scene



Passenger Boat

CLEAN WATERFRONT DUE TO OFFICIAL

(Continued from Page 3)

tude of Port Stanley, Falkland Islands,

I concluded to put in there and rest. Accordingly we hauled up to the north, with the gale moderating and the sea comparatively smooth. The next morning the first officer informed me that it was a bad idea to do so and within a half hour the vessel was squared for a run to the east in

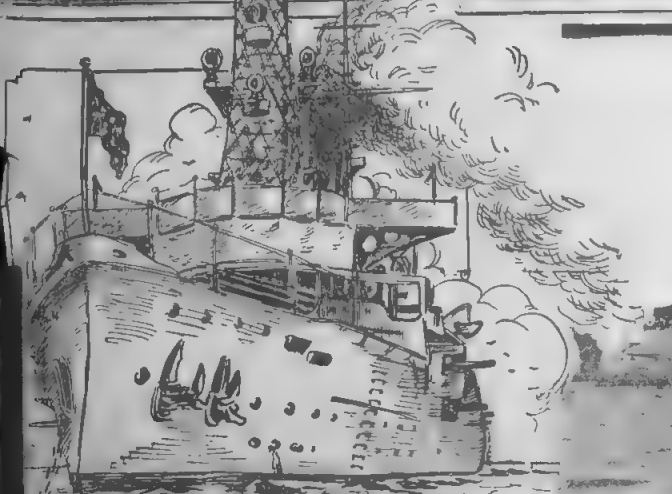
had to put into Port Stanley or they would not work. Now there is a lot of difference between saying please or you have to. At any rate the argument did not last long. It was a bad idea to do so and within a half hour the vessel was squared for a run to the east in

make up longitude, and the men, or at least some of them, were working as if they loved the job. We did not put in at Port Stanley, nor Monte Video, or Rio de Janeiro, but in the end we were well with the latest crew of beachcombers you ever saw and the first officer living and

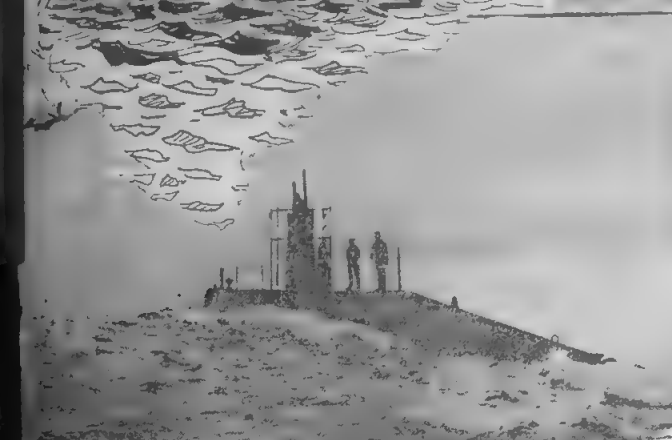
working with them, as I found that it was he who put up the job. "We arrived in good season and you can let me tell you good apples. The insurance company treated me fairly but they apparently never realized that it was just pig-headedness on my part.

"This is but a usual incident in the lives of the masters of the old time sailing ships when they were apt to have the incompetent officers and the incompetence of the latter in seaports for a time. It is a great satisfaction to know that the day is past when the safety of one's life and the property

ry Commerce to San Diego's Land-Locked Harbor



Cruiser Maryland



On the Horizon

By an act of the legislature San Diego was granted complete control of its waterfront and tidelands upon consideration that the city expend \$1,000,000 on harbor improvements. These improvements are now in course of construction.

There are only three harbors capable of handling the largest vessels on the United States Pacific coast line. San Diego is one of them, and 90 per cent of the population of the country is nearer San Diego than to either of the other two ports.

San Diego, being the first port of call for vessels coming to the west coast through the Panama canal and the last port of call for outgoing ships, is bound to become the logical distributing point for the great Southwest.

San Diego harbor attracted the attention of the early Spanish explorers. Cabrillo in 1542 entered in his log: "A very great gale blew from the southwest; the port being good, we felt nothing."

San Diego lies within 100 miles of the great circle traversed by vessels to and from the Orient.



Scene at Gov't. coal station

Torpedo Boats at anchor

entrusted to him had to be protected by brute force." Captain Foster says he is deeply impressed with the great changes that have come to the harbor. He says that although having been asked for a number of years, the harbor master has taken the place of sail, steel has displaced wood in ship construction

and the manner of handling cargoes has undergone vast changes. Sea routes have been changed and still more changes are being made. Although having been asked for a number of years, the harbor master has taken the place of sail, steel has displaced wood in ship construction

he was a sailor before he was much of anything else, for he declares that the harbor of San Diego is the cleanest and most beautiful harbor in the world. It would justify the city council in his appointment as harbor master.

to which end he is now devoting all his energies. On May 3, 1906, Captain Foster and Mrs. H. B. Foster who to the harbor master at the time of the little bungalow at 3234

omit defeat in any project and who always gets there somehow despite dol-

SAN DIEGO'S EXTRAORDINARY GROWTH DEMANDS PARALLEL DEVELOPMENT OF ITS WATER

Practically All Improvements to System Made Through Bond Issues

By H. R. Fay, Superintendent Department of Water.

SAN DIEGO'S extraordinary growth in the last two years has demanded a parallel development of the city water system. All of this development work was of necessity carried on by bond issue. By careful management of the department, it is able to meet the present expense of maintenance and operation out of the revenues of the system, but any additional work of the department must be met by some other means. Where the extension is for the sole benefit of some individual or small group, the department is not permitted to carry out the work. The department is permitted to carry out the work for the benefit of the city as a whole, but any additional work must be met by some other means.

Aside from the acquiring of the improvements which is taken over by the city February 1 of last year, there have been extensions to the distributing system, the construction of new reservoirs and alterations to the pumping system, which have been acquired as a whole.

The first and largest work for work on the distributing system was known as the water extension fund, and was voted on March 14, 1912. This water extension fund was designated as Proposition IV of Ordinance No. 4885, an Ordinance for the Acquisition of Certain Municipal Improvements. It was the purpose of the ordinance to provide for the improvement of the water system, and was voted on March 14, 1912. The fund was used for the improvement of the water system, and was voted on March 14, 1912.

The second division of the appropriation was for the improvement of the water system, and was voted on March 14, 1912. The fund was used for the improvement of the water system, and was voted on March 14, 1912.

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San Diego River as Means of Supply Past, Present and Future

By H. A. Whitney, Hydraulic Engineer, Department of Water.

SAN DIEGO river rises in the Cuyamaca mountains on the western slope of the Coast range and flows in a southerly westerly direction, discharging into the Pacific ocean through False bay at the northern boundary of San Diego city. Its length is about fifty miles, half of which lies in the mountains above the town of Lakeside. The San Diego basin lies directly south of the Coast range and north of Sweetwater river basin.

The San Diego has several small tributaries, the most important being Chapman Creek, Boulder, South Fork and Chocolate creeks, all of which enter from the east and south along the Coast range. The only important tributary from the north, enters the river at Lakeside.

The upper part of the basin, above Lakeside, is extremely rough and rugged, but below Lakeside are numerous valleys and high mountains that extend to the coast. Elevations throughout the basin range from 50 to 600 feet in the foothills and to 8000 feet in the mountains. Cuyamaca peak, the highest point in the basin, is 8028 feet above sea level.

The San Diego basin is very poorly forested. The timber is confined almost entirely to the valley along the Coast range, and to the higher mountain areas. The mountain slopes have a fairly good covering of brush, but the lower foothills are almost entirely bare, having only a scattering growth of low brush.

Mean Annual Rainfall
The mean annual rainfall ranges from 10 to 15 inches along the Coast range, and from 20 to 40 inches in the mountains.

In the past when San Diego was first settled and was covered by what is known as the Puebloan, water was scooped from the river by digging trenches and allowing water to run into these trenches or shallow wells; from these it was lifted to the ground by such crude methods as were at their command in those days.

When San Diego was first established along the Mission valley the greatest drawback was the fact that the river did not furnish water at all seasons and it required considerable engineering skill and a large amount of labor to secure a reliable supply for their orchards and gardens. A constantly flowing stream would have been a blessing for this problem was solved by getting a few miles up river and building a dam, then conducting the water by means of tunnels and flumes to a well located about 200 feet from the present Mission.

pumps had a capacity, according to the early writers, of 6,624,000 gallons in twenty-four hours, although they never came up to their capacity. There was a reservoir established at Old Town at an elevation of 145 feet and a small standpipe 134 feet high was established in front of what was then known as Spreckels Heights, the elevation of this being 460 feet above high tide.

Contained Solid Matter
The quality of water as pumped from the San Diego river was far from being the best, as it contained a large amount of solid matter. On account of the fineness of this and it was with the utmost difficulty that water was pumped. There were over 130 driven wells located at various points along the river from the city limits to the Old Town pumping station. There were thirteen open wells and, at the time the river was abandoned when the water was entered into with the Southern California Municipal Water Company, the water was pumped from the river into the city limits to the Old Town pumping station.

The water was pumped from the river into the city limits to the Old Town pumping station. The water was pumped from the river into the city limits to the Old Town pumping station. The water was pumped from the river into the city limits to the Old Town pumping station.

The next step in water development was the building of the flume of the San Diego Flume Company. This was a long flume, about 10 miles long, which carried the water from the river to the city. The flume was built of wood and was supported by a series of trestles.

The flume was built of wood and was supported by a series of trestles. The flume was built of wood and was supported by a series of trestles. The flume was built of wood and was supported by a series of trestles.

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might pump the water plane down to a great depth without materially affecting the bowls above them, and thus to a great extent in the condition which exists at the present time.

Future Water Supply
On the 21st of October, 1913, the people of San Diego voted \$3,000,000 for the establishment of pumping stations for the purpose of pumping water from the San Diego river and supplying the city with a good supply of water as possible. Until such time as the bonds are sold for this purpose are sold the money will not be available for the work. Drawings and estimates have been made for the purpose of pumping water from the San Diego river and supplying the city with a good supply of water as possible.

The lower pumping station will discharge its supply into the low service reservoir, while the upper station will be used for the high service supply. The quality of water in the river is not good, but, far from being bad, it is not so bad as it is often represented to be. It is the only available source of immediate supply at present.

The rainfall for the lower twenty-five miles of the river is light and the run-off is consequently small. The rainfall in the upper part of the river is much greater and the run-off is consequently larger. If the rainfall during any year is 50 per cent of the normal or less there is no run-off; there have been nine such seasons in fifty-two years. On the lower part of the river there is no run-off unless the rainfall is over 60 per cent of the normal and it must be borne in mind that the rainfall in the lower part of the river is less than that of the northern, the rainfall in the lower portion of the river valley averaging about 3.48 inches at San Diego, while the upper part of the river in some localities receives an average rainfall of 34 inches. When the rainfall for any year in the lower part of the valley is below seven inches there is seldom any run-off.

In figuring the run-off for about a twenty-year period as a normal, it was found that the normal year average was about 1.5 acre feet per square mile, taken above a point ten miles from the outlet. This would give about eight billion gallons a year as an average run-off.

In looking for a reservoir site it is necessary to get a location sufficiently high to deliver water to one of the highest points in the city of San Diego. The reservoir should be ample to store about four years' supply, so that during the time in which we have an abundant run-off we may store water and use it in times of drought. This reservoir should have as small an area as possible in order to eliminate to a great extent the evaporation which necessarily takes place. We should have a location for a dam which we can get solid bedrock from the fissures and divide the water into the pipe and deliver it to the city. The water should be low in solid matter held in solution, should not exceed 40 grains to the gallon. There are two or three dam sites on the upper San Diego river, approximately twenty-five miles from the mouth, which if dammed in a height of 160 feet would store approximately four billion gallons of water. The water flowing into the San Diego river above this point does not average over 25 grains of solid matter to the gallon. There have been no core borings taken and it is not known whether it is feasible at the present time to build a dam at these locations. Before recommendations are made a thorough engineering investigation should be gone into and report made concerning the geological features adjacent to this dam site, the location of bedrock, the type of dam best suited for this site, the cost of construction, the amount of water that the reservoir so formed would hold, what the area of this reservoir would be and what the evaporation would amount to. A full reservoir of water stored with a full reservoir and a maximum draft which would be placed upon it from year to year, showing what the loss due to evaporation would be and the draft through consumption for the domestic and municipal supply of San Diego, also how long it would take to drain this reservoir under these present conditions, what the cost of a pipe line would be, led from the dam to a reservoir at some point inside the city limits and the cost of the pipe would be and consequent depreciation and value of the water. An estimate should be made of what the average daily supply would be from year to year and how long we could carry over in the present and future systems without having to go further for additional water. When our maximum draft is determined, then the cost of the average supply of our pumping systems, immediate steps should be taken to secure a reliable water supply.

While it is true that the city of San Diego has a good water supply for the back country, it goes without saying it is much water for use in the city. The water is not so good as it is often represented to be. It is the only available source of immediate supply at present.

The work of the United States Geological Service is not confined to sending word to American manufacturers of possible markets for their wares, but it is also to send word to the manufacturers of the value of their wares in the market. The work of the United States Geological Service is not confined to sending word to American manufacturers of possible markets for their wares, but it is also to send word to the manufacturers of the value of their wares in the market.

West Coast Floating Dry Dock Company

In Reply Address
The Secretary of the Navy and
Refer to No. 20801-18

NAVY DEPARTMENT
WASHINGTON

Mat 1-D

December 18, 1913

F. James, President,
West Coast Floating Dry Dock Co.,
676 Spreckels Building, San Diego, Cal.

Sir:
Replying to your letter of the 9th instant, the Navy Department has no present expectation of constructing a floating dry dock on the Pacific Coast.

The Department notes with pleasure that you are engaged in the construction of a floating dock of large size at San Diego.

Should occasion arise for docking any of the larger naval vessels on the Pacific, the Department will be glad to know that there is available at San Diego such a dock as you are constructing.

Respectfully,
(Signed) JOSEPHUS DANIELS,
Secretary of the Navy

See Page 14 of Section (Containing Old Missions, Churches, Residences.

W. G. Hutchison Co.

Designers and Manufacturers of
LIGHTING FIXTURES

OFFICE AND SALESROOM:
530-532 S. Spring St.
Los Angeles, Cal.



We have supplied the Lighting Fixtures for many of
the notable buildings and private homes of San Diego

Quality and Reliability Have Built Our Business

California Glass & Paint Co.

Los Angeles, Cal.

Manufacturers of

Mirrors, Art Glass, Leaded Glass,
Hard Metal Glass, Bevel Plate
and Tile Prisms

Jobbers of
Plate, Window, Wire and Ornamental Glass.
Low Bros.' Paints.
Murphy's Varnishes.
500-518 Commercial Street
Los Angeles

Furnished all glass in
New Watts Bldg.
Have the largest and
most up to date Glass
Plant on the Pacific
Coast
L. A. FRATIN,
President
A. R. TOWNSEND,
Secretary-Treasurer
W. E. GILBERT,
Vice President

INDUSTRIOUS CHINESE HENS

The work of the United States Geological Service is not confined to sending word to American manufacturers of possible markets for their wares, but it is also to send word to the manufacturers of the value of their wares in the market.

A PERTINENT QUESTION

A pertinent question is whether the diamond display held at American has direct relation to increased living standards in the United States. It is a question which is being asked by many people.

globe

The consul at Antung, China, has found out something about the Chinese hen. The industrious female hen is a creature which is found in the United States. The American hen is not so industrious as the Chinese hen. The American hen is a creature which is found in the United States.

San Diego Makes Rapid Educational Strides



State Normal School

San Diego High and Polytechnic Schools

Children of Rich and Poor Enjoy the Benefits of Excellent System.

POPULAR education has made vast and rapid strides in this country since the opening of the public or "free schools," as they were once called in some sections because they received state support. In no place has the progress been more rapid than in the city and county of San Diego. The schools of the city have kept pace with the general progress of the city, and this necessarily has had to be rapid when it is taken into consideration that the city has more than doubled in population in the last four years. The growth of the schools has been commensurate with that of the city. School buildings had to be erected to take care of the increased school population. This money was cheerfully voted by the citizens and has been used to the best advantage. In proof of this, the groups of high school buildings recently completed rank as the best and most thoroughly equipped in the Pacific coast.

Popular Education Popular
Popular education is popular in San Diego. The children of the rich and poor alike enjoy its benefits. There was a time in this country, however, in some parts of it, when the "free school" was a thing of the past. The school was a place where the children of the poor went to receive a few scraps of knowledge, and the children of the rich went to private schools. When the public schools were first established, they were looked upon with suspicion. The parents of the poor were afraid that their children would be mixed with the children of the rich. But in San Diego, the public schools have been established on a basis of equality. The children of the rich and poor alike go to the same schools, and they all receive the same education.

The San Diego school system has made great strides in the last few years. The city has a large number of schools, and the enrollment is increasing rapidly. The schools are well equipped, and the teachers are well trained. The children of the rich and poor alike enjoy the benefits of the excellent system. The progress has been rapid, and it is expected that it will continue to be so in the future.

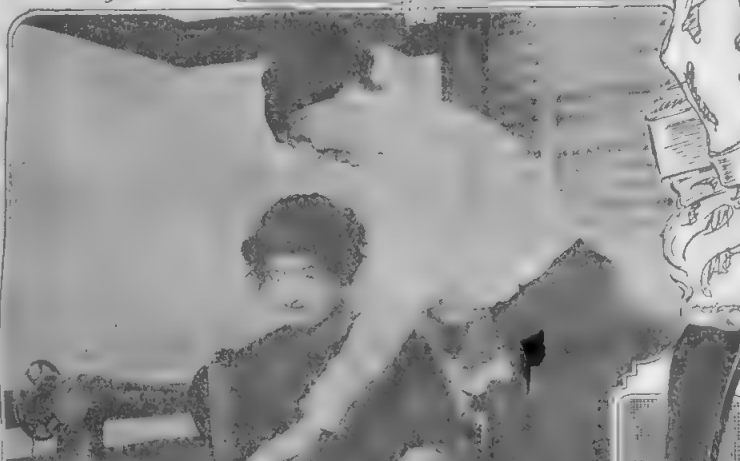
The cause of general education received but little encouragement during the early years of the settlement of San Diego. The children of the poor were left to fend for themselves, and the children of the rich went to private schools. But as the city grew, the need for a public school system became apparent. The city fathers saw the need for a system that would provide for the education of all children, regardless of their parents' wealth. They decided to establish a public school system, and they set to work to build the schools. The first school was built in 1820, and it was a small, one-story building. But it was a step in the right direction, and it led to the establishment of a larger and more complete system in the years that followed.

Victory Issues Order
As early as 1792, Victor O'Connell issued an order for the establishment of a public school system in San Diego. The order was issued in the name of the city, and it provided for the establishment of a school for the children of the poor. The school was to be a public school, and it was to be free of charge. The order was a landmark in the history of education in San Diego, and it showed that the city was committed to the idea of a public school system. The school was established, and it was a success. The children of the poor were able to receive an education, and the city was able to provide for the needs of all its citizens.

Friend of Education
Among those who were friends of education in San Diego were the city fathers and the citizens. They saw the need for a public school system, and they were willing to support it. They provided the money to build the schools, and they provided the teachers. They were the ones who made the public school system a reality in San Diego. Their efforts were rewarded, and the children of the poor were able to receive an education. The public school system has become a part of the life of the city, and it is a source of pride for all its citizens.



Forge Room Polytechnic



Teaching Sewing - Polytechnic

Formal. Pico on May 1, 1844, issued an order for the opening of schools with solemn mass the first day of the following June. But in a few years the school system was almost universal. The following instances in point is given: Very often the children of the poor were left to fend for themselves, and the children of the rich went to private schools. But in San Diego, the public schools have been established on a basis of equality. The children of the rich and poor alike go to the same schools, and they all receive the same education.

The Real Beginning
The real beginning of the school system in San Diego was July 1, 1820. On that day, the first school was opened. It was a small, one-story building, but it was a step in the right direction. The school was a public school, and it was free of charge. The children of the poor were able to receive an education, and the city was able to provide for the needs of all its citizens. The school was a success, and it led to the establishment of a larger and more complete system in the years that followed.

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SCHOOL SYSTEM BEST ON COAST

By Dr. Lera G. Jones, Member City Board of Education.

San Diego is the county seat of San Diego County, having a population of approximately one hundred thousand people. Our school land assessed valuation is \$1,040,380. Our equipment is valued at \$1,040,380. Our grand total valuation is \$1,040,380.

Our schools have steadily grown until now we have ten thousand children under the supervision of our teaching force. We have more than 800 teachers, and we have more than 10,000 pupils. Our schools are well equipped, and our teachers are well trained. The children of the rich and poor alike enjoy the benefits of the excellent system.

The Enrollment for the first day of the school year 1913-14 by department was as follows:
Kindergarten 300
Grades 6,619
High 1,187
Total 8,106
The enrollment for the first day of the school year 1912-13 by department was as follows:
Kindergarten 281
Grades 6,082
High 1,411
Total 7,774
Increase over the first month of 1913-14:
Kindergarten 81
Grades 1,463
High 227
Total 1,771
The teaching force, including principals and supervisors, is as follows:
Principals 17
Grades 203
High school 70
Total 290

GRADES ARE EQUAL TO BEST IN UNITED STATES

By EDGAR E. MULLER, Principal Florence School.

The work done in the elementary schools of San Diego is divided into eight grades, each grade having A and B divisions. Promotions may be made and are made at any time that fitness justifies. The ungraded room is of great assistance in making these irregular promotions, enabling the bright pupil to make two grades in one term, and in a few rare cases to make three.

Pupils may as easily enter at the age of six or seven years and graduate at the age of fourteen or fifteen. Of course there are exceptions, a few pupils being as old as seventeen or eighteen when they graduate. It is the object of the elementary school to give a fundamental training that will enable its graduates to enter the public high school or to take up some special line of study or work outside the public school.

For the past seven or eight years we have been working away from the traditional school, as far as possible, trying to make the curriculum more practical and to eliminate the dead wood and make the course to conform with everyday life. We realize that we are far from our goal, but we hope to eliminate still more that is unnecessary and has heretofore been considered essential.

Through this elimination time has been gained for manual training for the boys and domestic science and household arts for the girls. Just how valuable this work is can best be judged by visiting the schools and seeing what the boys and girls are doing in this line. Surprise has been expressed by those who have seen the articles made by the pupils of the upper grades, for these are the grades in which this work is done, beginning with the fifth.

being made to teach it as a separate subject. In the third and fourth grades Home Geography is emphasized, and the children are taught to read and understand the world. The children are taught to read and understand the world, and they are taught to read and understand the world.

History in First Grade
History is taught from the first grade to the eighth. The work in the first grade is largely on the life of the early Americans, such as the Pilgrims, the Puritans, and the early settlers. The work in the second grade is on the life of the early Americans, such as the Pilgrims, the Puritans, and the early settlers. The work in the third grade is on the life of the early Americans, such as the Pilgrims, the Puritans, and the early settlers.

One of the strong features of the
(Continued on Page 8, Col. 3)

Forty-Fifth
Annual Edition

The San Diego Union

Buildings and Con-
struction Progress

SAN DIEGO, CALIFORNIA, THURSDAY MORNING, JANUARY 1, 1914

IN THE HEART OF SAN DIEGO'S BUSINESS DISTRICT

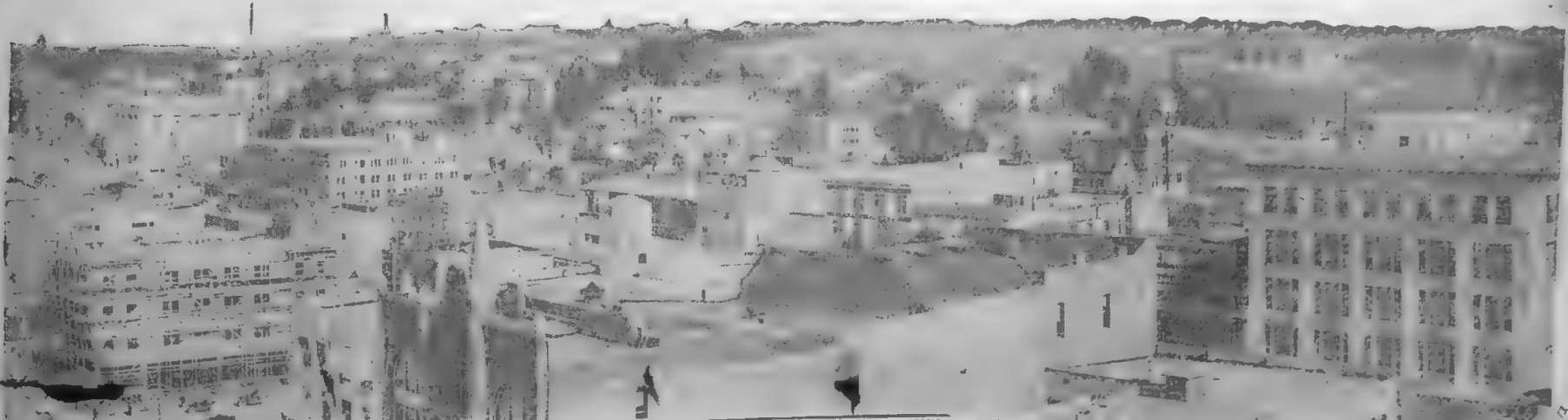


COPYRIGHT
1913
A15

NEW MUNICIPAL WHARF
FEDERAL BLDG
POWER HOUSE
SAN DIEGO HOTEL
COURT HOUSE
SPECKELS THEATER
UNION BUILDING



Panorama View of the



Upper picture taken from roof of Grant Hotel this year
Photo below was taken in 1886 from top
of old Horton House which formerly occupied that site



Copyright Photos by Herbert R. Fitch

Chamber of Commerce Doubles Its Receipts

IT is gratifying to note that during the year just ended the Chamber of Commerce of San Diego county has moved forward in its customary way to a higher standard of business efficiency. The year of 1916 has been a year of unusual activity for the Chamber and the leading of the Panama-San Diego Exposition, likewise the improvements that have been made in local facilities, the eyes of the entire world have been turned toward our city, as never before. This has resulted in an unusual and increasing demand to be made upon the Chamber in every possible and conceivable way.

Throughout the entire year, with the adequate aid of the city of San Diego, as well as the efforts of the Chamber, the Chamber of the various municipalities responded to these demands at sacrifice and great cost, but truly commendable. It is a pleasure

[illegible]

throughout the county from our city and country to have come through all of this drought period in a most satisfactory manner. It is especially fortunate at this time, and under these conditions, to be able to make such a satisfactory financial report.

Advertising Booklets Distributed

During the year the Chamber has issued and distributed an unusual amount and variety of advertising literature. Some of the most important items are as follows:

10,000 *County Booklets*—Carpenter booklets on "Climate and Weather of San Diego County," each a volume containing 16 pages of condensed facts on San Diego, containing illustrations and consisting of twenty-four pages each.

50,000 county booklets, fifty-two pages.

10,000 new county booklets, fifty-two pages.

10,000 manufacturers' booklets, fifteen pages.

50,000 bulletins on apples, oranges,

lemon and spinnecactus cultivation, dry farming and poultry raising.
6500 membership booklets.
1500 harbor, city and boulevard views.
Resides illustrated postcards, moldings, etc., etc.

The total office postage in 1912 was \$557. The total for 1911 a \$900, which latter figure is gross, inasmuch as the office has received \$1000 in return, showing it marked was the extra effort in handling inquiries and literature.

In addition to the publicity given to the city, the literature sent out by the Chamber of Commerce, the number has increased on exhibition, where the models or charts are hung, thus to some extent increasing those that have seen the same. The last year 100,000 of the business cards, which the Chamber of Commerce distributes to its members, is the first year of this city's manufacturing enterprises, and of the business centers. It is full of questions, pertaining to the city and its surroundings, and it is not strange that some were ready.

Of the book, Dr. Ford A. Carpenter, "The Limits of Weather of the Pacific," will send a copy to the principal libraries and colleges throughout the world, and many copies were mailed to the public.

As an editor of the "The Pacific" of the Geographic, Royal Meteorological Society, American Geographic

[illegible]

Due to the Union The Tribune and the Sun, an association of the Chamber about \$1000 worth of half-tones cuts representing views of San Diego, for the purpose of illustrating the article, were sent to the Tribune and the Sun. The latter has been publishing them in its best 24 column page during the year thirty-five pages space in newspapers, magazines and books. The Tribune has been publishing a list, of which was obtained without cost.

Demand for Slides

During the year we have had an extraordinary number of requests for lectures for lantern slides and photographs and a supply has been made. The Chamber has the majority of the material. Four hundred and fifty slides and 300 photographs were sent to fifty different lecture bureaus during the year.

Through the co-operation of the manufacturing interests of the city we have a worth of materials, have been added to the present stock of the Chamber, and through the general co-operation of the members and citizens a great many articles of art work have been added. In addition, all of which combine to make the present exhibit the best that the Chamber has.

The subsequent of glassware has been purchased for use in an extensive exhibit of processed fruits in the Exposition. The Chamber doesn't know the artists may be able to learn of the great variety of our products. The work of processing has been under way for some time and the exhibit is now being installed.

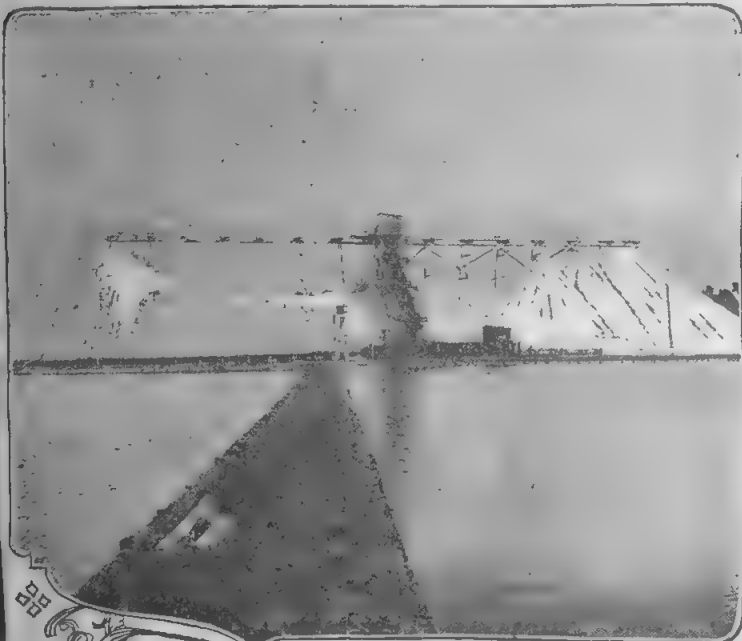
During the year the Chamber had the honor of entertaining the

[illegible]

Continued on Page 18)

An aerial photograph of downtown St. Paul, Minnesota, showing a dense urban landscape with numerous multi-story buildings. The image is framed by a decorative border. Several buildings are labeled with text and arrows pointing to them: 'GRANT HOTEL' on the left, 'MARSTON BUILDING' in the center-left, 'AMERICAN NAT'L BANK' in the center, 'EXPOSITION BLDGS.' in the center-right, 'WATTS BUILDING' in the upper center, 'HIGH SCHOOL' on the right, 'MEYER-DAVIDSON BLDG.' on the far right, and 'NEW BAPTIST CHURCH' on the far right. The buildings vary in architectural style, with some featuring prominent windows and others having more ornate facades. The overall scene depicts a bustling city center from the early 20th century.

Photographs Showing the Salt Harvest Last Year, a Part of the Equipment and the Dump Cars Used on the Yards.



A black and white photograph of a landscape. In the background, there is a dense line of trees. In the foreground, there is a field with some low-lying vegetation and a few small structures or trees scattered across it. The photograph is mounted on a dark album page with white photo corners.

fishery company at Prince Rupert, British Columbia, while the third shipment, went by schooner transits to the northernmost fishery in the world, the Miramichi fishery company, Kotzebue, Alaska, situated within the Arctic circle. With the coming yearly production, Mr. Patrick has a total of 1,000 tons annually from Spain. Preparatory to the eastern and foreign shipments, the company is extending its electrical plant, which will be in place, so that it is being built at the terminus of the South San Diego channel. When completed, the tank can be loaded on lighter and sent to the San Diego channel direct to schooners or steamers at San Diego or San Francisco at considerable expense. The anticipated cable export can be handled at San Diego and Southeastern Railway last

spring bringing a reduced rate from the works to San Diego on ocean-going salt shipments.

Future Is Bright

There is no solar salt made on the Pacific coast north of San Francisco, which is San Diego's principal claim to its natural advantages over other areas. Many of the most notable being that the latter has a net annual evaporation of about 40 inches, while San Diego has a net annual evaporation of only eight inches, or two and one-half times that of San Francisco.

San Diego's solar salt is averaging 99.21 per cent. pure, a record protected from storms and floods, a constantly growing home market and the possibility of a bright future for a great solar salt industry to be supplemented later by a large chemical works, which is the custom in the East, is highly valued.



Looking North from top of Union Building

Proposed Young Women's Christian Association Building



THIS work of the Young Women's Christian Association of San Diego is worthy of special consideration because of the fact that so much has been accomplished by it with facilities that are really inadequate. The Association has outgrown its present quarters and still in spite of this, the work that has been done would reflect creditably upon associations in cities much larger than San Diego. The Y. W. C. A. has a membership of 500.

It is a Christian organization, but it is not a church. Its avowed aim is neither sectarian nor denominational; its work is along practical lines and covers the many phases that have to do with the spiritual, mental, moral and physical welfare of women and girls.

At present the Y. W. C. A. is oc-

corner of Seventh street, and has do-
military accommodations for forty
Rooms are reserved for the Warrenton
from 60 to 115 guests being cared
every month in the summer
The Association cafeteria provides
for the needs of the community at
reasonable price. It serves the pub-
lic as well as members and furnish-
ing a daily dinner for 112 meals hav-
ing been served for the year ending Sep-
tember 1

Instructors Best Possible

In the educational department
has been a record for the Association
to get the best instructors possible able
to furnish their subjects in the field
of their own choice. The Association
members have been unable to finish the
presentation of a summer or high school
course in the field of their own choice.
One hundred and fifty high school
the night classes and the courses are
as well as the classes, expressing
the desire to have a more varied
physical culture. In dancing, natu-
rery, basketball, domestic science and

The use of lack of proper facilities
the physical department has been
seriously hampered. Despite that fact
however

[illegible][illegible]

Fishermen mending their nets

Government Asked to Make Study of Metamorphosis of the Delicate Fish

The bulk of the albacore brought into San Diego is caught by the Japanese and a few Portuguese. In the European waters these fish are caught in the shallow places along the shore with nets. Here, however, no means are as yet been provided whereby net is profitably because the fish are found about fifteen or twenty miles out from shore and as a consequence all of the supply must be obtained by

Professor Armstrong proposed at the recent meeting of the British Association for the Advancement of Science, that coal should be heated for the purpose of making gas, the object was to prevent the waste of valuable by-products of combustion and also to secure more efficient methods of heating. Many engineers are studying methods of extracting electric power from coal that is possible, but the only one that Professor Bursell would have it treated at the pit mouth, its tar distilled into fuel oil, and the gas, unpurified, fed to a sulphuric acid plant, which is now engaged for the generation of electric power. He would treat the exhausted gas in the engine, in conjunction with fluor-spar, in a sulphuric acid plant, and would recover the nitrogen and sulphur from the raw fuel gas.

Where did the great passage of the Arabian sea take place? Will Kirman is a Persian province. Kirman, also known as Kerman, is one of the most terrible events in the history of Asia. Asha Mubana then believed and taught the people and facing at the escape of the defeated with three followers, he decided to bring the individual to be brought to him. He met them with his dagger point, and killed them all. If one had been with him, he would have been up with you with your own sword.

H. A. CROGHAN,
Secretary and Treasurer

Prompt Service—Accuracy—Efficiency—Satisfaction—Fair Prices

11-26



San Diego

Is Gaining Friends Every Day
CONTRACTORS, ENGINEERS and ARCHITECTS
 Appreciate the **SUPERIOR QUALITY** of Our Product

Has Less Voids, Makes More Dense and Stronger Concrete, Saves Both Cement and Labor

Recent Important Improvements In Which OTAY WASHED GRAVEL Has Been Used In Concrete Construction

San Diego Harbor Pier—E. E. Capps, Engineer; Mesmer & Rice, Contractors.
San Diego Harbor Bulkhead—E. E. Capps, Engineer; R. P. Shields & Son, Contractors.
Washington School—T. C. Kistner, Architect; Welsh & Wright, Contractors.
Coronado High School—Quayle Bros. & Cressy, Architects; Wurster Construction Company, Contractors.
Post-Office Building—E. M. Hoffman, Architect; Wurster Construction Company, Contractors.
Rice-Landwick Building—W. S. Kellar, Architect; W. T. Dimick, Superintendent of Construction.
Owl Drug Company Building—Quayle Bros. & Cressy, Architects; O. Duval & Son, Contractors.
Myer & Davidson Building—H. H. Freibisius, Architect and Superintendent of Construction.
J. C. Rice Building—W. S. Kellar, Architect; Russell Bros., Contractors.
Pacific Coast Beef & Provision Company Building—Sulzberger & Sons Co., Architects; J. H. Jacobs, Contractor.
Bishop & Co. Building—John Campbell, Contractor.
Mutual Ice & Cold Storage Company Building—G. M. Gay, Architect; W. H. Winkley, Contractor.
Producers Mutual Dairy Association Building—Eugene M. Hoffman, Architect; Armstrong & Peffley, Contractors.
Carpenter-Houten Building—Holmes Bros., Architects; Brown & DeCew, Contractors.

OUR OTHER PRODUCTS:

Otay Sand

Cuyamaca Sand

Tia Juana Sand

Fenton-Sumption-Barnes Co.

Tenth and L Streets



CONCRETE

PROGRESS

EXAMPLES
OF THE
CITY'S



- 1 Watts Building
- 2 Meyer-Davidson
- 3 Watts Building
- 4 American National Bank
- 5 Rice-Landswick
- 6 Marston's
- 7 Timken
- 8 Spreckel's Theatre
- 9 Sefton
- 10 Spreckel's Working Men's Hotel

The normal building increase in San Diego during 1913 showed a decided gain, despite fact that the country at large suffered a business depression. While the aggregate building permits of 1913 are below those of 1912, considering permits issued that year for Fair and Harbor improvements, San Diego stands in lead.

Keynote of the Situation is Excellent Harbor, the First Port of Call For Vessels Coming Through Canal, Which, With a Fertile Back Country and Trade Relations With a Vast Inland Empire, Will Combine Toward Building of Populous City; All Elements Present

It was said by them of olden times that the prophet was not without honor at home. In his own country and vice versa. Each may be right under its own peculiar condition. Prophesying and forecasting excepting the influence of the weather, perhaps, is a comparatively easy industry, and where cities and towns are concerned, it is usually done from the standpoint of either the optimism or the pessimism of the invariably overcast and the other underdarkens. A man may be honest in his opinion, or prophecy, but in the majority of cases the prophet is self-deceived. However to predicate the manner of future of this city on the present status there is little else than an encouraging prediction to be made.

What will be the population of San Diego in ten years from now? It has doubled and better since the last fed-
erations, a great time, and in view of
that, the stream of newcomers has
been to do with the time mem-
and the latter fact that the
per is a much smaller one. Both
high a great deal of the time, both
large and small, of this a nativ-
in the time, will undoubtedly be
greater in the immediate years to
come. If San Diego has a population
next to the one, considering the
prospective ratio of gain
any place in the vicinity of half a
million, it cannot be classified as wild.

Reason For Increase

There must be a reason for this rapid increase in population. The small population of food and raw materials of course enters into the production of goods and services. The small number of men employed in agriculture with which the large number of men are equipped - both in the case of San Diego there is a large number of men in the industry and the demand for the products of the situation in addition to the demand for cement in the industry finds a market reward in the large number of men in the industry and the surrounding country, and there are no means avenues for the profitable investment of capital. It is the result of the fact that the account of the equally small climate, it is a pleasant. Citizens in the parts of the world are rapidly increasing and the demand for the products of the industry is increasing.

With this growth must also come commercial growth. To sustain the local, with food and clothing, requires effort. The Bishop's saying that man must live the sweat of his brow, whether the be taken (usually) by himself or both, is the key to the matter. As he was spoken, Life must be sustained either directly or indirectly—mental or physical effort.

And as the first essential is to build up the people and when they are able it is a foregone conclusion that they are going to get busy.

Must eat and must have conditions in civilized countries, they must we

Harbor is keynote

The keynote of the situation in San Diego is its harbor. The Pacific coast is not noted for its good harbors. It is a younger shore than the Atlantic. Generally speaking, the waves have not been eating at its long and consequently the indentations and consequent harbors for ships are not so numerous. There are only three natural ones worth mentioning - the coast of the United States, the Gulf of Mexico and the Atlantic. The first is San Diego at the north these are Seattle, San Francisco and San Diego, the other conditions being equal, the good means commerce. There is an old saying that where rails and waves meet trade is bound to spring up, or words to that effect. It is responsible for the rails, since no railway company clad in its right mind would construct a line at a point which afforded no anchorage for ships. San Diego has the harbor, but it has not the rails. This stage, however, is not to last long. The completion of the San Diego and Arizona railroad will bring a coastwise line to the port to trade and transport its products through the Panama canal. The Atlantic coast manufactured goods to San Diego for distribution throughout this inland empire, San Diego being the first port of call for the goods. For ships coming through the canal, with adequate railway facilities, it means that the goods will be light and fast at a rate to be needed here, all of which points to the upbuilding of the city.

[illegible]

It is estimated that three and a half barrels equals a ton of asphalt and the cost on an average is less. The cost of labor here is practically the same but the cost of material is not so high and there is one thing to be remarked upon and this is that there never has been any thing trouble in the city, I have seen some of the people and they do not seem much interested in the excessive rain that in other parts of the country as in the case of California had this problem rapidly being solved. I have talked with some of the people here and with the Mexican Central American and the South American people and it will go very in the end for a thing and it will go to follow the possibilities which should contribute to the growth of San Diego.

Climate Big Asset

imate has been in this mention of participants as the climate is clearly hostile to a leader or ascertained by practically every subject touching San Diego. It is only to suggested temperature climate here is one of the city's big assets and I must be reckoned along with the other three advantages. Most of our enterprises may recall the year in little power of the leader of the used by extremes of temperature. In regards of excessive heat or cold is additional cost to be taken upon.

What, then, it may be repeated, is the commercial destiny of San Diego? The answer is that the elements are present and combine for the building of a great seaport city.

Little Operation Yet; Believed
Development Work Will Un-
earth Vast Wealth

FATHERS FOUND RICHES

Franciscans Discovered Good Rock, But Were Unable to Extract Metal

The story of the mineral industry in San Diego county at this time can be briefly told. In point of operation there is not much to it. The mineral resources of the county, however, is another proposition. In some parts of the county mining for gold, silver and precious stones is being profitably carried on, but the productive mines are few in number when compared with the mineralized area. It is the belief, however, of mining men familiar with the situation that with systematic prospecting and development vast mineral wealth will

be unshared. The people in San Diego who have money to invest as a rule are not much interested in mining, and there are so many other industrial and investment attractions that it is difficult to interest them in this particular direction.

East Mineral Area

Those who have made a study of the country there is a very mineralized area in the county which in time will become productive of great wealth. At several points the fathers of the present-day San Francisco fathers, but their methods were, of course, primitive and much of the wealth that has been realized has been merely "gophered" on the surface, the fathers having no machinery to carry on mining at a depth where the wealth lay hidden. When this level was reached the old workings are to be seen and the remains of the arrangements made for the work are still visible. Of course only rock containing large quantities of free gold could be here, and the fathers of the present-day plants and smelters, when the ore came valueless to the fathers, there was nothing left to do but abandon the mine. The evidence of these operations are to be found in different parts of Southern California. The old workings are to be seen in several ranges of Inyo county and the state of Nevada. Even in the days, after the advent of the smelter, the transportation costs prevented shipment of everything excepting very high grade material. The large bodies of metal that at some of the best prospects lay in the world in the early days of the mining industry and the early Spanish settlers also were a place in mine.

Little Systematic Prospecting

San Diego county from the racial standpoint, never has been systematically prospected. The region around Campo in which the best values have been found on the surface, although little work has been done, is mainly in the high rainfall zone and is excluded from the mining zone, thus reducing mines. The Stowewall mine near Julian is the only one that has been worked. There are still 140 stamps in the Nevada district and a roller mill at Indian Wells. The Nevada and San Diego Creek districts and valuable placer fields have never been worked. There have been no discoveries in this district. The Nevada district is the only one in the San Diego county that has been worked. The Nevada district is the only one in the San Diego county that has been worked. The Nevada district is the only one in the San Diego county that has been worked.

SAN DIEGO

— Home 1072



Plumbing and Lumber in All Their Branches

Lumber Yard Foot of 22nd and 26th
Streets. **San Diego, Cal.** MAIN OFFICE AT FIRST AND C
STREETS.

**We Make a Specialty of Commercial Buildings, Reinforced
Concrete, Heavy Masonry, High-class
Residences, Rush Work.**

Home Phone 2271
Pac. Main 4872

calcey, moonstone, chrysoprase and
epidote.

A. Slowly speaking however, there is

of the ice bodies remains yet to be determined.

Sullivan Hardwood Lumber Co.
California and F Sts.

E. S. Shields

GENERAL CONTRACTORS AND BUILDERS
General Offices, 1102 Am. Nat. Bank Bldg.

**When You See This Name on a Building You Know
the Owner is Getting Just What He Is Paying For**

As our best references, we name some of the work we have done—American National Bank Building, Masonic Temple, Y. M. C. A. Building, Spreckels Car Barns, Bulkhead, Municipal Harbor Work, Etc.

ONYX **MARBLE** **TILE**
WOODSTONE

**The Only Plant for the Finishing of Onyx and
Marble in San Diego, Giving Employment
to 50 skilled workmen. We hold the
patent Rights Covering the Manufac-
ture of WOODSTONE, the Ori-
ginal Composition for Drain-
boards and Flooring.**

**OUR TILE STOCK IS THE LARGEST
IN SAN DIEGO.**

NEW PEDRARA MEXICAN ONYX CO.

Main Office and Display Room, 1351 5th St.
Easton, Foot of 23rd St. _____

Main 590 — PHONES — Home 1818



Sheet Metal Contractors on the Following:

Marston Bldg. 3th and C
Timkin Block 6th and E.
Y. M. C. A. Bldg., 8th and C.
Polytechnic High School
Saxoy Theatre
S. D. Electric Car Barns.
S. D. Hotel.
Masonic Temple, 3th and Ash
L. B. Hall, 2nd and D.
K. P. Hall 3rd and I.
Methodist Church, 9th and C.
Christian Science Church,
U. S. National Bank.
Marine National Bank.

Also many more of the best buildings in the city

Some particular ad in this issue has an immediate CASH VALUE TO YOU. You may be able to find it in five minutes—or less.

SAN DIEGO'S NEW FEDERAL BUILDING



Contract Price \$190,000 With
an Available Appropriation
of \$230,000

SAN DIEGO'S new federal building situated on the block bounded by State Union, F and G streets was completed early last year and is now occupied by various departments of the United States government. These include the post office, customs office, immigration, bureau animal industry, United States forest service, internal revenue, rooms for the United States marshal and the local board of civil service examiners, post office inspectors, special agents of the internal revenue service and the public health and marine hospital service. The structure is three stories with basement and the contract price for the building of which was \$190,000, with available appropriation of \$230,000, not including the site which was originally owned by

the war department and exchanged with the treasury department for other real estate in San Diego. The war department acquired title to the property in the early days of the city. The style of architecture is that of the Spanish mission, the building being a reproduction of the old Franciscan structures. On the first floor the main entrance is on the west end of the building. The floor is of polished marble. A large hall runs the whole length of the building from about 11 feet and parallel to the main front. Along the sides are raised benches of marble pilasters and there is an ornamental ceiling, the panels of which in high relief are of plaster. There are specially designed standing desks for the use of the public. On the floor is the large hall of the post office, besides rooms for the postmaster, assistant postmaster, money order and registry divisions, and other conveniences.

The Main Stairway
The main stairway rises from the west end of the lobby. It is constructed of marble, wrought iron. The stairway extends from the first to the third floor. There is an elevator at this end of the lobby and the grille work is done in wrought iron, all harmonious with the general design.

On the second floor the public part is finished in style similar to that of the lobby. The court room is twenty feet to the ceiling with impressive decoration and ornamentation. Marble pilasters support an ornamental ceiling. The court is surrounded by a heavy piece of ceiling of plaster. The suite of rooms assigned to the judge, connected with the court room by a private door opening close to the lobby, include an anteroom, library and private rooms, with a private bath attached. Rooms for the federal attorney, male and female witnesses, etc., occupy the remainder of the floor.

Offices on Third Floor
Offices are provided on the third floor for various federal officials. Rooms are set apart for the local weather bureau officials, for the civil service, for the collector of customs and other customs and other customs officials, and for the local representatives of the bureau of forestry. In the basement, which is well finished in every respect, is space for the appraiser's store, for postoffice storage and the boiler room. There is a commodious "swing room" for the use of carriers when they are off duty. The postoffice inspector has quarters on the second floor, as also have the employees of the bureau of animal industry, the internal revenue service and the immigration service.



New Magnificent Car Barns Now Being Built for the S. D. E. Ry. Co. by

JOHN CAMPBELL CONTRACTOR

OFFICE—1040 First St.

MILL—147 National Ave.

Andrew O'Neill

Plastering Contractor

Work Done in the Following
Buildings

Coronado School Jos. W. Sefton Residence,
Post & Bailey Building,
Workingmen's Hotel, Cal. State Building.

D. LAMONT Painting Contractor

Room 7, K. of P. Building,
Third and E Streets.

Some of the buildings that I am now doing the painting on:

Workingmen's Hotel, Fourth and G Streets.
Fine Arts Building, Panama California Exposition.
Nurses Dormitories, County Hospital.
Post & Bailey Bldg., Seventh and Broadway.

**Best Material and
Workmanship
Estimates Cheerfully Given**



Hyde Construction Co.

THE ROAD BUILDERS

Camp 4

\$500,000 Business
Done in 1913

Subdivision Work
a Specialty



Hyde Construction Company

OFFICE
954 3rd St.
SAN DIEGO, CAL.

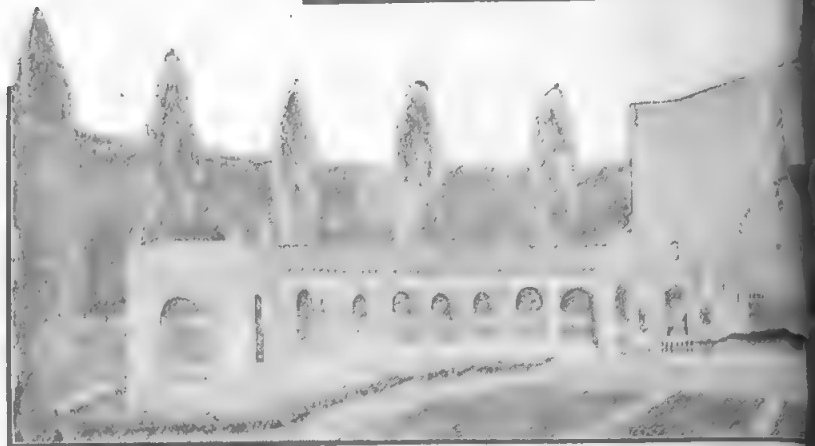
WURSTER CONSTR

Contractors

OFFICES 654-5-6 S



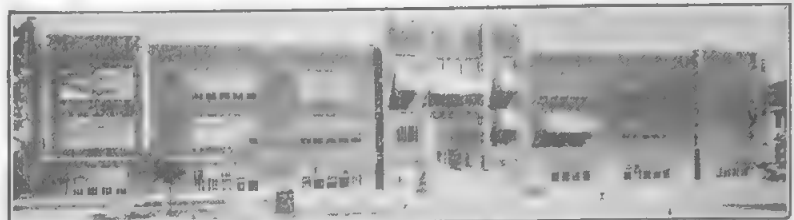
CORONADO SCHOOL, CORONADO, CAL.



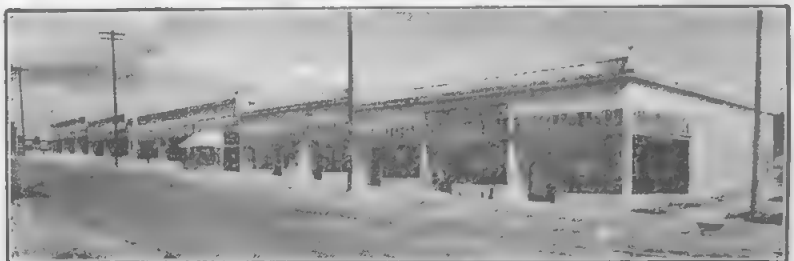
ORGAN AND MUSIC PAVILION,



HURTY-SIMMONS WAREHOUSE, MINNEAPOLIS, MINN.



HIGH SCHOOL, WICHITA, KANSAS



STORES, FIFTH STREET, CORNER ELM, SAN DIEGO



STORES, SEVENTH AND H STREETS, SAN DIEGO



CATHEDRAL, WICHITA, KANSAS



CRAIG GOODHUE & FERGUSON ARCHITECTS

CONSTRUCTION COMPANY

RECKELS BUILDING

Engineers



ALBOA PARK, SAN DIEGO, CAL.



WORKINGMEN'S HOTEL, SAN DIEGO



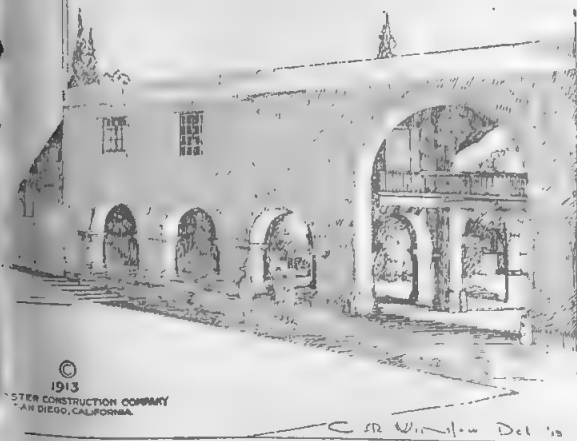
BOSTON STORE, WICHITA, KANSAS



CONSTRUCTION ON WORKINGMEN'S HOTEL, SAN DIEGO



SCHWEITER BLDG., WICHITA, KANSAS



© 1913
STER CONSTRUCTION COMPANY
SAN DIEGO, CALIFORNIA

SAN DIEGO

SAN DIEGO HAS MODERN FIRE DEPARTMENT

Takes Rank Among the Most Efficient in United States



85 Ft. Aerial Truck



One of new Gorham Auto pumping Engine



Seagrave Auto Hose wagon pulling Steamer

Motorized Apparatus Has Practically Taken the Place of Horses, Thereby Reducing Maintenance Expenses and Causing Insurance Rates to Be Lowered

By P. J. Benbow, Superintendent.

SAN DIEGO'S modern Fire Department consists of fourteen stations in which are one chief's auto; eight Seagrave auto hose wagons; four Gorham combination pumping engines and hose wagons; four steam engines; one reserve aerial truck; one assistant chief's buggy; one horse drawn chemical; one horse drawn hose wagon; one chief engineer; one assistant chief, thirteen officers and 72 men.

The department answered during 1913, 367 first alarms, four second alarms and one third alarm of which 1,000 calls were made. At two recent oil fires the department gave a good demonstration of the efficiency of its equipment.

During 1913 the Fire Department has practically been motorized and it operates taking the place of horses and thereby reducing maintenance expenses and causing insurance rates to be lowered and increasing the efficiency of the Department to a standing among the highest in the country. On several occasions it has been shown that the department's very good judgment in selecting the Gorham auto pumping engines, which are equipped with turbine pumps, in place of buying the old style steam fire engines. At the Standoff fire in the early part of October, one of the pumps worked for over more than forty hours, and during that time used about \$72 worth of gasoline, while a steam engine of the same capacity would have cost the department for the same length of time over \$215 for fuel.

These pumps were designed by Walter Fordward of San Diego.

Four new stations were put into commission last year in the Market street district at Broadway, Heights and at the University avenue and a hose company at the corner of Broadway and Third.

The department's equipment is the most modern in the city, and the department's efficiency is the highest in the country.

been in the Department for one year, and to become a captain he must serve for one year as a lieutenant. Both positions are attained after a competitive examination. The scale of wages are: Assistant chief, \$144; chief engineer, \$120; chief, \$100; engine drivers, \$90; stokers, \$90; auto drivers, \$90; fireman third class, (one year service), \$89; fireman second class, \$88; fireman first class, \$87; first class, three years service, \$90. The men are allowed four days each month off duty and after having been in the Department for one year receive two weeks' vacation on full pay.

When a fireman is disabled while in the line of duty he receives \$100 a month, or one-half day pension the remaining days of his life. If killed and leaving a family he receives one-half day pension the remaining days of his life. This is an insurance clause in the Pension Bill, which offers the fireman a \$1000 death benefit from the date of his death, after he has served in the Department for ten years. The firemen contributed \$3000 to start this fund and in addition each man pays \$2 a month toward it and the city pays \$1.

The Fire Department was reorganized under the People's Ordinance, which was voted on and carried by a large majority in the last spring election. The new ordinance has done much to better the conditions of the men and the efficiency of the Department.

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The Department is equipped with a General automatic non-interfering system. There are seventy-five miles of telephone system covering the San Diego water system, which is under this department for up-keeping and repair. A lot has been set aside at the intersection of Cleveland and University avenue to be used as a fire alarm system office in the near future.

USES OF ASBESTOS

Asbestos is a material that is mined, not made, and most of it in the United States comes from Vermont and Georgia, with a little from Wyoming. The highest grade of asbestos is found in the Grand Canyon in Arizona, but is hard to get at.

Asbestos is used in many forms, from fabric woven from the tough fibers to the shingles and plaster and lumber that are found in buildings. It is light, strong, durable and fire-proof, and heat proof, of course. It is therefore much used in electric cars and subways. The most common use is in paper and pipe covering used to insulate pipes and prevent waste of heat. It is also used in the form of asbestos paper, but for cold storage and cooling.

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FASCINATION OF THE "MOVIES"

Many a mother who has seen her child in the arms of a neighbor's boy standing outside the theatre door at a happy hour in Manhattan. The mother was to return in a few minutes, but the child was not to be seen. The mother was to return in a few minutes, but the child was not to be seen. The mother was to return in a few minutes, but the child was not to be seen.

St. Joseph's Hospital

Appropriate to the sweet spirit of Christmas comes the welcome announcement of a generous bequest of the late Anson P. Stephens of Coronado to the Sisters of Mercy, by which the good religious Sisters will be enabled to widen the scope of their ministrations to the sick and also to better serve the needs of those who in their distress and poverty most remind us of the stricken life the Divine Child began at Bethlehem.

The bequest consists of six acres of land two blocks northwest of the present St. Joseph's Sanitarium and the purpose of it is the erection of a scientifically constructed hospital, modern in every detail, to be under the management of the Sisters. Five free beds the first and only part of the plan yet settled—reveals the Christian and public-spirited character the new institution will bear, and makes the project one of congratulation for the whole city where such a need has lately been much felt and discussed. The Sisters are to be felicitated on the broader opportunities of doing good now opened to them, and recommend to others the gracious example of Mr. Stephens as showing best how one may continue after death the good service of a kind life.

THE AUSTIN ORGAN COMPANY

of Hartford, Connecticut

Is building the magnificent organ for the

MUSIC PAVILION BALBOA PARK

It is unique in being the first large organ especially designed and built for an open-air auditorium. A few notable AUSTIN ORGANS are installed in City Hall, Portland, Me.; Auditorium, Los Angeles; Auditorium Armory, Atlanta, Ga.; Hotel Astor, New York City; Smith College, Northampton, Mass.

CATALOGUE DE LUXE WILL BE MAILED ON REQUEST.

AUSTIN ORGAN COMPANY

HARTFORD, CONN.

Builders of Organs of Only the Finest Quality for Churches, Auditoriums and Private Residences.

The Bishop's School, Upon the Scripps Foundation

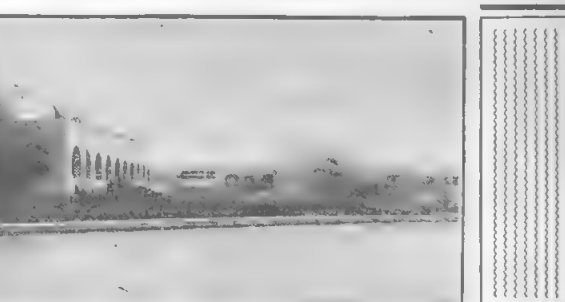
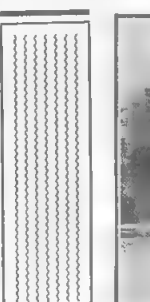
An Out of Door School for Girls

Boarding School La Jolla

Primary, Intermediate College Preparatory

Faculty of 24 Teachers

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Special work in French, German, piano, violin, voice, art and crafts with European trained teachers.

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DESIGNER AND BUILDER
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SAN DIEGO, CAL.

SAN DIEGO HAS FINEST Y. M. C. A. IN CALIFORNIA



Y.M.C.A. Building

STATE SECRETARY MAKES STATEMENT

Building and Equipment Valued
at \$200,000; Membership
Is More Than 1400

By T. H. Shore.

THE finest Association building in California, is the way Y. M. C. A. State Secretary J. E. Sprunger has referred to the Y. M. C. A. building in San Diego. All who have visited the magnificent structure agree with Mr. Sprunger, and readily understand why members of the local Association are so proud of their quarters. It was opened March 10, 1913.

Architecturally the San Diego Y. M. C. A. is a thing of beauty. It has graceful, massive lines and a facade that would be a credit to any city. Its equipment is modern and complete and would be suited to a town many times the size of San Diego. The building and equipment are valued at \$200,000.

The plan of the Y. M. C. A. is to do practical, definite work. It recognizes that the things in the human family—body, mind and body, and the work it does in the world are the human character alone, these three lines. Its membership is open to any man of good moral character. Dormitories occupy the fourth and fifth floors and a part of the third floor. There are sixty-five of them and all are outside rooms. They have proved very popular with the young men of San Diego in providing a place where they can live at very reasonable rates. Elevator service is maintained for the convenience of the dormitory men.

The class rooms of the educational department of the Y. M. C. A. occupy the north end of the third floor. They are in number and provide session rooms for the classes in commercial training, mechanical and architectural drawing, Spanish, telegraph, advertising and Bible study.

Educational Work Popular
The educational work of the local Association has proved very popular this season. The classes held at night and are attended by both young and old men. The instructors are practical men who are well known in their respective lines and give to their work a service that it would be hard to duplicate. More than 100 students are enrolled in the educational classes.

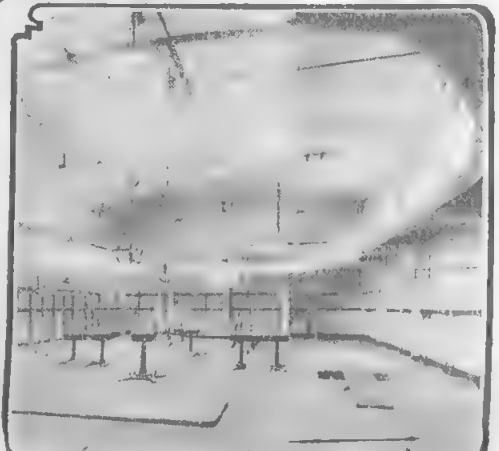
An orchestra has been organized in connection with educational work. It will be used with various activities and especially on Sunday afternoons at the men's meetings.

On the second floor is the auditorium of the Y. M. C. A., which has a seating capacity of about 200. It is for this auditorium the visitors and the members of the Association. The auditorium is used also as a dining room when dinners are held by the Association. On the same floor is a well equipped kitchen and across the hall from it is a conference room where committees and other groups may meet to transact business.

The boys of the Association are well taken care of, as they have quarters on the entire southern end of the second floor. They have entrances from the hall of the main building and also a separate entrance from outside. Their membership is divided into six groups and discipline is maintained through cabinets which are made self-governing bodies of the boys themselves. The entire work is under the supervision of a boys' director.

The reception room impresses a visitor as he enters from the magnificent portico. It is masterfully designed and is pleasing to the eye. On the right as you enter is the office, back of it is the office of the associate secretary. Adjacent to this office is the reading room, where newspapers and periodicals are kept for reference. On the opposite side of the hall is the office of the board of directors and general secretary. On the left of the south corridor is the rest and check room. On the left of the reception room is the game room and back of that is the magnificent gymnasium with the office of the physical director and his assistant.

Well Equipped Gymnasium
A word should be said about this gymnasium. It has a floor space of 52 by 100 feet and has a high ceiling.



Gymnasium

ing with skylights which make it always light in the daytime and has plenty of windows around the sides. The running track is twenty-seven laps to the mile and is perfectly banked to aid runners. It is full of modern apparatus and has everything convenient that is known for such a track. The Association has two hand-ball courts, one opening off the running track and one on the roof of the gymnasium.

Twenty-six classes each week are held in the gymnasium, providing physical exercise for members all the way from the small boy to the grown up man. They are held under the direction of one of the physical instructors.

Volley ball is the popular game in the gymnasium this season. It is a mixture of basketball, foot ball and tennis and is exceedingly interesting to spectators as well as players.

The baths and plunge are located in the basement. Like the rest of the building they are very complete and modern. The plunge itself is bottom electric lights and has in the bottom a swimming under water to see where he is going. It is 60 feet long and 30 feet wide.

The Kansas City system of lockers is used. By this method the gymnasium clothes of the members are always kept clean. This system provides for a separate room in which the gymnasium suits are kept in boxes which are perforated on the sides to allow free circulation. At regular intervals the gymnasium suits are cleaned and sanitized.

Bible Classes Conducted
Bible study classes with an enrollment of 200 are conducted for members of the Association as well as for members of the Boys' Department. To help the educational department, the work of an organization known as the Area Club was formed. This body is composed of students attending the night school. The aim of the club is to help the organization in its work.

The kind of work done by a Y. M. C. A. depends largely upon the personnel of the executive and the financial support of the Association. The San Diego Association is extremely fortunate in having a building that is a credit to the city and an organization of enthusiastic executives.

At the time of writing the local Association had a membership of 1400 and was growing rapidly. The executive staff is: Fred D. Page, general secretary; N. B. MacFarlane, associate general secretary; George B. Chesnut, boys' work director; Irving W. Larimore, physical director; Ralph Wannerholm, office secretary.

EGHTY PER CENT HONEST
A gentleman who wished to ascertain the percentage of honesty in different sections of the city. Each corner of a sum of money and the address of the owner. Within a few hours four of the five pocketbooks with their contents were returned to the owner, while the fifth has not been heard from. Which goes to show that the chances are four out of five that a man will return a pocketbook.

of money and the address of the owner. Within a few hours four of the five pocketbooks with their contents were returned to the owner, while the fifth has not been heard from. Which goes to show that the chances are four out of five that a man will return a pocketbook.

IMPERIAL TO HAVE NEW POWER LINE

Survey Is Begun For Route of
Line From Banning to
El Centro.

EL CENTRO, Dec. 31.—After a topographical survey of the proposed high voltage transmission line from Banning to El Centro, Engineer R. W. Waterman, in charge of the survey, began work yesterday from this end and will with a corps of men, lay out the exact route where the wires and cables are to be put up.

Another force of men is at work from Banning north, while Mr. Waterman still is busy with the two lines in this line, when completed will convey the high voltage from the Santa Power Company of Banning to El Centro, a distance of 100 miles. The line will be 110,000 volts and will be on top of iron street cars whenever it crosses a street.

All of the 100,000 volts will be put in the line at Banning. It is expected that the line will be completed in 1915. The line will be on top of iron street cars whenever it crosses a street. The line will be 110,000 volts and will be on top of iron street cars whenever it crosses a street.

USUAL WAY

"Who are we going to blame this time?"
"Anybody killed?"
"I don't know, of course."

THOS. HAVERTY COMPANY

PLUMBING
HEATING
CONTRACTORS
PIPE, VALVES AND
FITTINGS

2350 F STREET, SAN DIEGO
517 SOUTH LOS ANGELES ST., LOS ANGELES, CAL.



WHY ARCHITECTS SPECIFY AND OWNERS DESIRE THIS WINDOW.

ADVANTAGES OVER DOUBLE HUNG AND OTHER CASEMENT WINDOWS

Perfectly weather proof. Open, closed and locked in position desired without the use of tools. Unobstructed view from either side desired. Impossible for casement to be blown away, even though unlocked. Glass easily cleaned on both sides from interior of the room; no risk of life; both double sash and single sash. In cold regions also opening, closing and locking easily possible, heated without lifting sash or sash. No risk of breakage. No risk of breakage.

California Bexhill Window Company
1115 Van Nuys Building, Los Angeles
Main 5742-10801.

IMPERIAL COTTON TO BE GRADED LOGICALLY

Product Is to Be Given Rating
By Exchange and Manufacturers.

EL CENTRO, Dec. 31.—In addition to the favorable report made on Imperial valley Durango cotton by the New Orleans Cotton Exchange, comes an unsolicited letter from John M. Parker & Co. of New Orleans, long recognized as the largest cotton buyers in the South.

The entire fifty samples were graded "good middling to strict good middling." These two reports on Imperial cotton have been extremely gratifying to members of the local exchange, officers of the exchange, arriving at the conclusion that valley grading will benefit the local buyers, thus minimizing the delay incident to marketing and shipping that have heretofore been encountered.

In the words of Mr. McCall, Imperial valley cotton will be sold more readily than the grade and number of bales offered. Eastern buyers with the New Orleans reports as a guarantee will be in a position to take all the local product without delay. This feature has been one of the most important in connection with the Imperial valley cotton. The local product is being marketed in the United States and the Imperial valley cotton is being marketed in the United States.

PARADISE FOR CATTLE
Southern California is as much an ideal section for animals as for man. For the high class stock, the Imperial valley is the most perfect land in the world. They develop more rapidly than in any other section of the world and attain a less frangible and the best of the best is produced to the minimum. The cattle are also fattened on the ridges of the Imperial valley, which are the best of the best.

CORN SPROUTS
With a grain of corn that had lodged in his throat and begun to sprout, the 65-year-old man of San Grethouse, of Roan county, was brought to the attention of the Imperial valley. The grain was found in the throat of the man and he was cured. The grain was found in the throat of the man and he was cured.

Every possible effort had been made to dislodge the obstruction, but it was of no avail. The grain was found in the throat of the man and he was cured. The grain was found in the throat of the man and he was cured.

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EUGENE M. HOFFMANN
Architect
436 Spreckels Bldg

"See White Roof—That's Ruberoid"

These Owners Demand QUALITY First and Their
Buildings are Roofed With

RUBEROID

We refer you to 1200 satisfied owners. If you want a roof that's a credit to your building—one that will outlast a genuine guarantee, better call us up. We are mighty busy, but will be glad to talk with you.

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Fireproof—Soundproof

Here are a few Buildings using this Tile
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Operating Night and Day to Complete Orders.

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California Iron Works

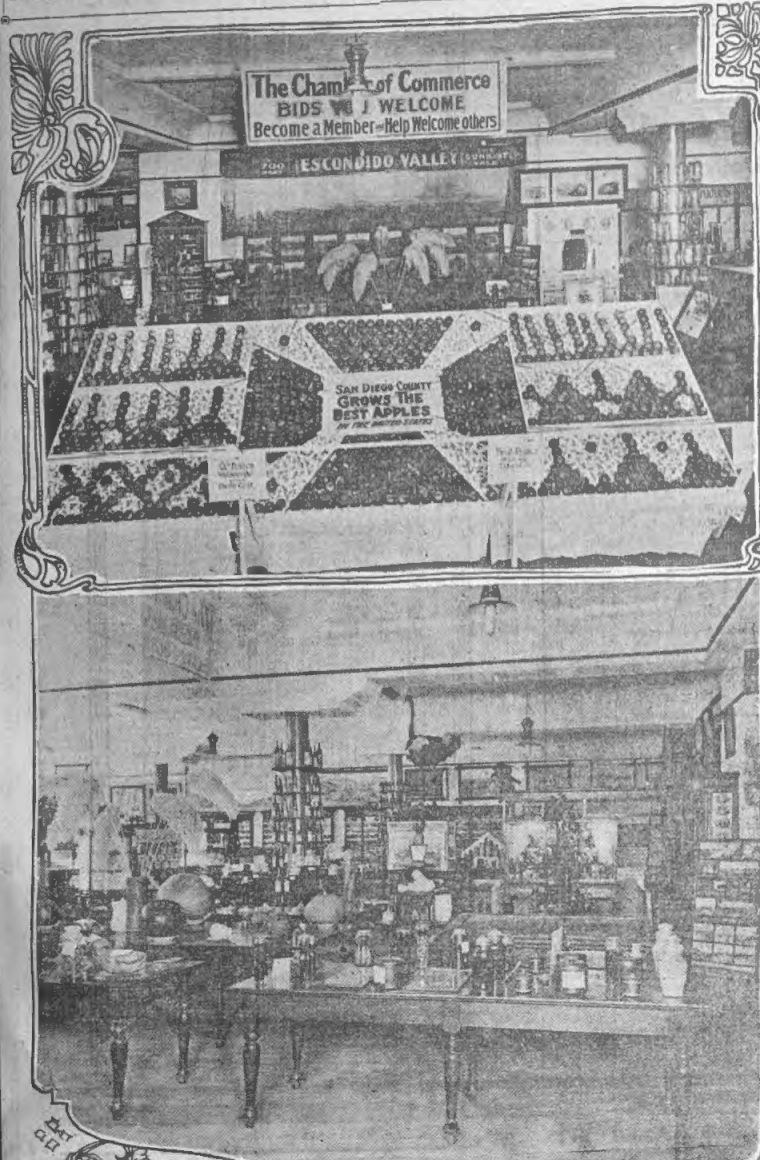
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Structural Steel and Iron Contractors

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SAN DIEGO, CAL.

Freight and Passenger Elevators, Boilers
and Tanks, Iron, Steel and Brass
Castings, Also High-Class
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A large stock of I-Beams, Angles, Channels and other Structural Shapes of various sizes always on hand

Exhibits in San Diego Chamber of Commerce and View of Free Lecture Room



Institution Moves Into Higher Efficiency, Immense Amount of Publicity.

(Continued From Page 2)

bonded warehouse; draining of False Bay; improvements at Port Rosecrans; the income tax; abolishment of the commerce court; banking and currency bill. During the meeting of the state legislature the Chamber has been active, as usual, in regards to all legislation favoring California in general and San Diego in particular.

This represents a very small portion of the work done along these lines; many important measures now being in the formative state.

Early in the year, at the request of the City Council, the Chamber appointed a special committee on harbor improvements, to work in conjunction with the City Council. As a result of this joint work a most satisfactory condition has been reached.

Later a special harbor improvement committee of fifteen was appointed to formulate plans for a complete system of harbor improvement, and the result of their work cannot help but be of inestimable value to the city.

Bond Committee Appointed
A special railroad statistics committee of the Chamber worked for four months securing extensive data to place before the state railway commission, with a view to its allowing the bond issue necessary to the completion of the San Diego & Arizona Railroad.

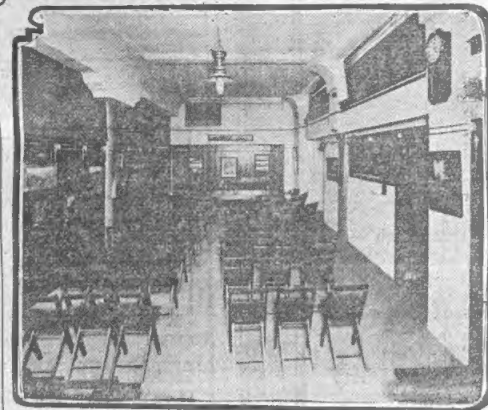
A great deal of credit is due to the chairman and members of the thirty regular committees, and also to the special committees, for the accomplishment of a large amount of detail work necessary to carry out the policies of the Chamber, all of which is done gratuitously, and at a great sacrifice of time and money.

Committees attended the meeting of the California Development Board at Hanford, the Southern Highway convention at El Centro and other places where representation was necessary for the upbuilding of the community and of the state, and in each case much good was accomplished.

The coming year of 1914 bids fair to record in demands all those of the past and our entire citizenship should unite in the broadest possible movement in order to carry the work of the Chamber to the highest standard of effort and efficiency.

ISLAND OF ZANZIBAR

Zanzibar, now figuring as a possible pawn in an Anglo-German deal, has not come into the British empire without paying a heavy price in blood and treasure. The island of Zanzibar was visited for the first time by the British fleet during the Napoleonic wars era, but since then we have kept the upper hand. Very unpleasant things have been said about the people of Zanzibar. Professor Drummond found the island in 1888, "Oriental in appearance, Mohammedan in religion, Arabian in morals—a cesspool of wickedness, fit capital for a dark continent." But the British residents appear to have a good time—big dinners, golf, tennis and cricket. The local cricket team indeed can be beaten only by the combined strength of the British fleet once a year, and sometimes not even then.—London Chronicle.



WINTER CELERY PROFITABLE

Among the more important agricultural exports of Southern California is winter celery. The chief seat of this industry is in Orange county. About 500 acres are devoted to this plant, and an average of 700 carloads a season is shipped East. The average price received by growers is \$1.75 a crate. The Orange county growers were fortunate enough last season to receive 45 to 55 cents a dozen bunches for their product.

A man's boast that he has no vanity proves he has.

LATE COTTON CROP IS MADE SUCCESS

Planted Two Months After Proper Season and Brings In Good Profit.

CALEXICO, Dec. 31.—Last spring the Bataques Ranch Company planted 500 acres of land to cantaloupes. This crop was up and coming along nicely until it was struck by some strange blight along toward the last of May, which completely ruined it. It seemed for a while that it was too late to plant this ground to anything which would pay them a profit for 1913, but the men decided to try planting it in cotton. Planters were put to work and 150 acres were planted to Durango and 150 acres to Mohave cotton. Planting was continued until June 10, which is two months later than is considered the proper time for planting this crop, but they were leading a long hope and doing all that could be done to make a profit for the year.

They have been agreeably surprised at the result, for this 300 acres has produced better than three-quarters of a bale to the acre and made them a good profit for their year's work, in spite of their earlier losses on the cantaloupe plant.

TOO MANY BROKERS IN CATEGORY OF COOKS

Just as soon as owners realize that it is for their best interests to place the handling of their property in the hands of one exclusive broker, that much sooner will the sale and rental of properties increase everywhere. At the present time, a great many owners prefer to place their properties in the hands of several brokers. Under this system, the usefulness of the real estate broker is greatly reduced, and the real estate often becomes a drug on the market and its value impaired because of lack of competent methods of bringing the buyer and seller or lessor and lessee in touch with each other. The trouble lies in the fact that they have not backbone enough to back up their opinions. One intelligent, hustling broker is worth a dozen poor ones.

When an owner brings a property to a broker, the broker should refuse to put it on his list at an exaggerated price. After he accepts a piece of property to sell, he should sell it. He must have a thorough knowledge of all properties for sale on his list, and he ought not to undertake at one time to handle more property than he is sure he can sell or give honest effort towards selling.

The broker should occupy the same position towards the owners of property as does a lawyer. He should be trusted as implicitly as a lawyer. Some people have been known to employ two or three lawyers to do the same work, but have usually been sorry for it.

An owner of property who wishes to sell it should not have a number of brokers working at cross purposes, each making concessions in the hope of closing a sale before some competitor.—National Real Estate Journal.

THE SIBERT HOTEL AND APARTMENTS

Cor. Columbia and A Sts., San Diego.
MRS. SIBERT, Prop.
Home Phone 3493.

The Sibert has recently been rebuilt and renovated thoroughly and now provides pleasant accommodations at extremely moderate rates. Suites at \$15, \$18, \$20 and \$25. Delightful old world garden in hotel court. Guests for Sibert can take any auto from Depot at 922 expense. Visitors to San Diego desiring pleasant, sunny, well furnished suites at extremely moderate rates will find pleasant accommodations at the Sibert.—Editor Traveller.

Phone Main 711

Furnished Apartments

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— Sunny and Strictly Modern —

Corner Eagle and Washington Streets

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CEMENT — LIME — PRESSED BRICK — HOLLOW TILE

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New.

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Marine View.



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New, Modern, and Well Equipped. Marine View.

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No Better in the City. All sunny Apartments.

Goldfinch Apartments

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Take No. 3 or No. 5 Car.

SAN DIEGO, CAL.

NEW WESTERN HOTEL



Do Luxe in Apartments and Furnishings; Latest Improvements in Conveniences; Amusement rooms, Ball Room, Sun Parlor; Private Bath and Toilets in all Apartments; Steam Heat; Walking Distance.



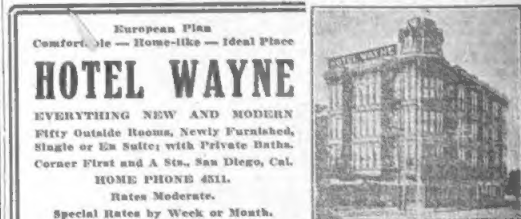
The St. Anthony

APARTMENT HOTEL

Cor. Broadway and Seventeenth Street.

MR. AND MRS. C. J. RENE, Proprietors and Managers.

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European Plan Comfortable — Home-like — Ideal Place

EVERYTHING NEW AND MODERN

Fifty Outside Rooms, Newly Furnished.

Single or En Suite, with Private Baths.

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HOME PHONE 4511

Rates Moderate.

Special Rates by Week or Month.

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Pacific Main 297

Miss A. M. Rainford

THE FLOWER SHOP

1117 FOURTH STREET Formerly 1110 4th St.

San Diego, Cal.



SPEAKS FOR ITSELF

Brewers As Patriots

One of the first men to land in this country from the good ship Pilgrim was John Alden, of the "Courtship of Miles Standish" fame, a brewer's cooper.

Samuel Adams, who threw overboard the first chest of tea in the Boston harbor, was a Boston brewer.

George Washington, the Father of Our Country, had a brew house in Virginia.

Patrick Henry assisted his father-in-law in the bar of his tavern.

William Penn, founder of the State of Pennsylvania, and Roger Williams, founder of the State of Rhode Island, were both interested in the brewing industry.

Seven signers of the Declaration of Independence were brewers or indirectly interested in breweries.

Beer is not only a popular beverage, but a health-giving food that has appropriately been called "liquid bread."

"What is good for the breweries is good for the babies," said Dr. P. M. Hall, of Minneapolis, in advocating the adoption of Livery methods in the handling of milk.

The Orientals have been total abstainers for thousands of years. The Germans have been drinking beer for two thousand years. They challenge the world for deeper thinkers, greater philosophers, better brewers or braver men.

SOME PUMPKIN.

Daniel O'Connell, the great Irish Liberator, said: "I have seen many a merry company around a table, but never around a pump."

BEER AND TEMPERANCE.

John Redmond, the famous Irish leader, commenting upon the increased consumption of beer by the Irish people, calls it a real temperance wave.

Beer can exercise a harmful effect only when grossly misused. The same is true of every other food product.

Beer is the one beverage that cannot be adulterated or tampered with from the time it leaves the manufacturer until it reaches the consumer.

BEER, BREAD AND BEEF.

The famous Prof. Gaertner says in his "Manual of Hygiene" that one quart of beer is equal in food value to 3-4 pounds of bread as to the quantity of carbohydrates and to two ounces of bread or nearly one ounce of meat as to the quantity of albumen.

If wine and beer are so harmful, why has not France, Italy, Belgium and Germany been lost in the march of civilization, and why are these countries constantly improving?



IN A CLASS BY ITSELF

RESEARCH WORK IS MATERIALLY ADVANCED

Scripps Institution Begins Second Decade as Part of University of California

ADDED INCOME FROM STATE

Working Staff Is Increased; Directed to Give a Series of Lectures

By Dr. William E. Ritter, Director.

THE Scripps Institution for Biological Research of the University of California, formerly the San Diego Marine Biological Station, began the second decade of its existence as a formal part of the University of California, having been transferred by a trust deed of gift to the regents of the university in the previous year. The state recognized this child of its adoption by granting it through legislative enactment an addition to its income of \$10,000 for two years. With this exception the income is derived from private sources and from its endowment.

During the year 1913 the institution has carried on its regular scientific research, its hydrographic and plankton work, and its usual deep-sea explorations with its boat, the Alexander Agassiz. All its former activities have thus been materially advanced, but the added income from the state made it possible to increase the working staff, and thus the range of investigations.

At the same time the institution's chief donor, Miss Ellen Browning Scripps, added to her former gifts the sum of \$60,000 to be expended in material development during the next two years.

Staff Is Strengthened
The acquisitions in men were a business manager to assume the rapidly increasing duties arising from the development of the institution and its land holdings, a scientific assistant to the director, two curators for the museum and aquarium, a "fellow" from the University of California to carry on plankton investigations, and a biologist who is to work mainly on land animals, studying variation and heredity.

While not yet in order, considerable preparation has been made for the installation of the aquaria of living animals and a museum of prepared specimens. To accomplish this it was necessary to install a salt-water pumping plant. In connection therewith a reinforced concrete seawall was built two hundred and fifty feet long on its face with a wing at either end.

Of the fund for material development, one-fourth, or \$15,000, was set aside for expanding the library that it may be made a fairly adequate biological reference library.

The idea of colonization was car-

POINTS OF INTEREST IN AND AROUND SAN DIEGO

BALBOA PARK—1400 acres; walking distance; sight-seeing automobiles, electric cars.

EXPOSITION SITE—Balboa Park; No. 1 car.

CARNEGIE LIBRARY—Eighth and E streets; walking distance.

FORT ROSECRANS—Coaling station; Ballast Point; Roseville; Point Loma ferry, sight-seeing automobiles.

OLD MISSION—Seven miles from Fifth and Broadway; most historic and interesting point in California; founded by Father Junipero Serra in 1769; portions of old adobe walls still standing; sight-seeing automobiles.

OLD MEXICO—Steam trains and sight-seeing automobiles.

OLD TOWN—Where civilization began in California; first cross planted; first American flag unfurled; first palm trees planted; old jail; graveyard, and Ramona's Marriage Place; No. 2 car and sight-seeing automobiles.

CORONADO AND TENT CITY—Reached by street cars and ferry, sight-seeing automobiles.

OSTRICH FARM—No. 1 electric car.

OLD SPANISH LIGHTHOUSE (Point Loma)—One of the most beautiful views in the world; sight-seeing automobiles.

NEW POINT LOMA LIGHTHOUSE—Sight-seeing automobiles.

STATE NORMAL SCHOOL—Electric cars No. 1.

SWEETWATER DAM—Steam trains and sight-seeing automobiles.

TORREY PINES—Discovered by Dr. LeCompte in 1850. Very rare species of pine found only in one other place in the entire world.

WARNER'S HOT SPRINGS—Sixty-seven miles from San Diego; reached by E. D. & S. E. R. R.; springs medicinally valuable.

THEOSOPHICAL INSTITUTE (Point Loma)—Sight-seeing automobiles.

BENNINGTON MONUMENT (Point Loma)—Sight-seeing automobiles.

WIRELESS STATION (Point Loma)—Sight-seeing automobiles.

IMPERIAL BEACH—Reached by electric cars or boat.

OCEAN BEACH—Reached by electric car, Fourth and Broadway.

LA JOLLA—Steam trains and gasoline motors, Fourth and Broadway; an attractive resort.

DEL MAR—Steam trains (Santa Fe).

CARDIFF—Steam trains (Santa Fe).

OCEANSIDE—Steam trains (Santa Fe).

CORONADO ISLANDS—Reached by boat; Mexican possessions.

GROSSMONT—Reached by S. D. & S. E. R. R. and sight-seeing automobiles; one of the most wonderful views to be found.

GOOD ROADS BIG ASSET

Next to climate, good roads is the greatest asset of San Diego county. The state of California has appropriated eighteen millions of dollars to be used in building permanent roads.

San Diego county will get the benefit of state highways to the extent of 150 miles, seventy miles of which will be along the coast in sight of the Pacific and ninety miles east of San Diego to connect with the great Imperial valley. The cost of the state highway is approximately \$6500 per mile. It is 16 feet wide, with a base of concrete and surfaced with a mixture of oil and small rock screenings for a wearing surface.

\$2,000,000 ON HIGHWAYS

In addition to the magnificent state highways, San Diego county has spent, approximately, \$2,000,000 in the construction of between five and six hundred miles of wonderful concrete roads over the county. Most of these roads have been surfaced with maintained graded and are very durable. The proper bridges have been put in and no grade exceeds six per cent. Nowhere in California can be found more delightful drives than here. For a day's outing one can leave San Diego, and, going east, cross mesa and valley, step by step, valley and mesa, higher and higher, from semitropical climate of oranges and olives to a temperate zone of apples and cherries, at an elevation of five or six thousand feet, and sixty miles distant.

Anyone who comes to the city can feel assured of finding a church home, and many from foreign lands will find here the opportunity to worship in their native tongues.

The extremes of age do especially well here. The infectious diseases which ordinarily attack children are few, and of very light type.

A Happy and Prosperous New Year to All

COMPLIMENTS

OF

1915

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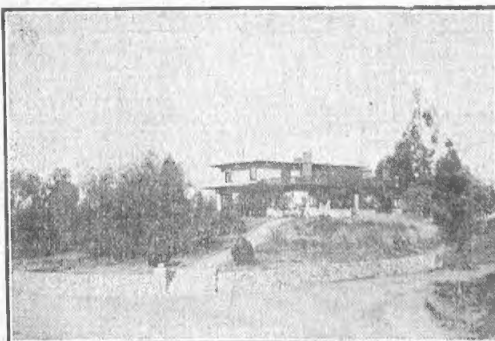
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Tell what you can do in a want ad—and tell it again and again if that seems necessary. For that is the business-like way of hunting for work!

MILITARY RESERVES OF SAN DIEGO MAKE EXCELLENT SHOWING FOR YEAR

National Guard, Left to Right, Back Row: Lieutenant W. W. Rhein, Captain J. V. Bush, Captain R. J. Fly, Lieutenant C. E. Nichols. Front Row: Lieutenant G. W. Fisher, Major H. R. Fay, Lieutenant James Muirhead.



Most Noticeable Efficiency Shown in Target Practice With Ten-Inch Guns

By Major Herbert R. Fay, C. A. C., National Guard of California.

IN reviewing the work of the local militia for the year of 1913 the most noticeable efficiency is shown in the target practice events at the big ten-inch guns while in camp at Fort Rosecrans for annual instruction at the batteries along with the rifle in small arms practice and competition both at San Diego, throughout the state and in the nation shoot at Camp Perry, Ohio.

Commenting upon the target practice of the militia during the joint army and militia coast defense exercises of August, 1913, Major W. C. Davis, commanding officer, Fort Rosecrans, said:

"The conditions of firing were almost identical with those under which the regulars had their practice. A material target was towed at about eight miles per hour at ranges between 3000 and 7000 yards. The allowance of ammunition (eight shots) was divided as follows: Two trial shots, three regular shots, three direct by spot command. The eighth company fired first, making one hit, followed by the fifth company, which, though making no hit, made a somewhat higher figure of merit, due to better grouping of shots. (Figure of merit, eighth company, 4.43; fifth company, 3.35.) The practice went off without hitch or delay, and was pronounced by the present to be the most satisfactory militia practice they had ever seen. No errors in the work of the personnel were discovered."

Advancement Exceed Expectations

Captain H. R. Casey, C. A. C., U. S. A., inspector, instructor, C. A. R., California, said, regarding the movement: "This is by far the best camp these troops have ever had and one of the best I have ever attended. The professional advancement during this period was more than any one expected."

Lieutenant Colonel Robert H. Noble, U. S. A., in charge of militia in the western department, was present and also highly commended the work of the local artillerymen.

As the war department records show the fifth company's figure of merit (3.35) was the best in California, the members of this company won the honor of wearing upon their sleeves the No. 1 figure of merit chevrons.

Coupled with the efficiency shown by the local command at the batteries, credit must also be given to the ideal climatic conditions at San Diego harbor, which cannot be duplicated on either coast and which aided materially in making possible the excellent results at service practice.

In the small arms firing the two San Diego companies made a most satisfactory showing, furnishing five men for the artillery team that competed for the state team, placing five of these upon the state team for the national matches, one of whom, Lieutenant Wade W. Rhein, winning tenth place in the national individual competition against 330 contestants.

Leads All Competitors

As in former years, the fifth company again repeated its ability and all competition by once more winning the Jessop trophy, which is shot for annually by teams entered by the companies of regulars and militia stationed at San Diego.

A challenge now stands, untaken, to match ten men of the San Diego militia against a like number from any other military organization of equal strength, west of the Mississippi river, for a contest with prizes at different ranges, for any prize up to a \$1000 value, the members of the team to have served not less than six months with their respective commands.

Among the crack shots in the local militia are: Lieutenant W. W. Rhein, Quartermaster Sergeant J. C. Kneeshaw, Sergeants Francis Webster, H. E. Nelson, F. C. Schulte and C. M. Frost, Corporals R. A. Nelson and W. P. Williams, Privates P. R. Richardson and W. H. Meadows of the fifth company, and Captain J. V. Bush, Lieutenant G. W. Fisher, Sergeant R. O. Coggeshall, Corporal A. D. Worcester, Privates C. A. Howard, S. H. Thompson, Ray Neal and Tom Fiale of the eighth company.

During 1913, the local battalion qualified twenty-one expert riflemen, seven sharpshooters, and thirty-six marksmen with the rifle, and ten revolver experts.

In artillery efficiency the command has five specially rated men: Sergeant J. C. Kneeshaw, fifth company, as gun commander; Sergeant C. M. Frost, fifth company, as observer, first class; Corporal Julius A. Kennard, fifth company, as plotters; Sergeant H. F. Bates and Corporal A.

A DOZEN STRIKING ACHIEVEMENTS ACCOMPLISHED DURING 1913

JANUARY

Balsara's improvement upon the Hughes telegraph instrument, tripling its speed so that one may send or receive 1810 words a minute.

FEBRUARY

The Lloyds wireless operators in Cairo, Egypt, are in touch with Key West, Fla., more than 7000 statute miles distant.

MARCH

Perfection of an English process for converting iron ores of even the lowest grades into steel of excellent quality.

APRIL

By use of a liquid microphone Professor Vahl, of Rome, made possible wireless telephone communication between that city and Tripoli, 700 miles.

MAY

On the 24th of the month the two steam shovels working on the water level of the Panama canal met at Colaba cut.

JUNE

British scientists announce that four elements, helium, neon, carbon and sulphur, have been procured from hydrogen through which an electric discharge had been passed.

JULY

Experiments at the University of Wisconsin perfect an electric thermometer to give warning of coming frost.

AUGUST

A process is announced from London whereby all fabrics may be treated so as to make entirely waterproof, from flimsy silk to heaviest cloth.

SEPTEMBER

A French monoplane, as yet untried, demonstrates (juvies) his ability to fly backward as well as forward, and even upside down.

OCTOBER

Launch of H. M. S. "Queen Elizabeth," the first oil-burning battleship of the world's navies.

NOVEMBER

Lincoln Beachy loops the loop, flies in almost every possible position and performs breath-taking maneuvers at San Diego, Cal., Thanksgiving day.

DECEMBER

"Trotol," a new high explosive, satisfactorily proved. Twice as powerful as dynamite, only a fulminate of mercury will explode it.

TELEGRAPHY

WIRELESS

METALLURGY

TELEPHONY

ENGINEERING

CHEMISTRY

ELECTRICITY

MANUFACTURE

AVIATION

SHIPBUILDING

AVIATION

EXPLOSIVES

M. Davis, eighth company, as observers; twenty-five first class gunners and fifteen second class gunners.

Out of the total membership there were thirty officers and men who have had previous service in the army or navy, eleven of whom saw actual service in the Spanish-American war in 1898, either in Cuba or the Philippines.

Personnel Ranks High

In addition to the efficiency shown at the batteries and upon the rifle range, the personnel ranks high in the various examinations held throughout the year for both the officers and enlisted men.

For instructions at the army and in the field the war department assigns a commissioned officer and one noncommissioned officer to the San Diego companies and much credit by the excellent showing made by these companies, in addition to that due the men themselves, is owing to the interest taken in their work by the Inspector-Instructor, Lieutenant M. B. Willett, U. S. A., and Sergeant Charles W. Lamoureux, U. S. A.

Although applying themselves diligently to the requirements set forth by the government and state authorities, thereby winning honor for themselves and their commands, all have not been work during the past year, as the various social, athletic and hiking events participated in will bear witness.

Every month or two a dance, theatre party or supper is enjoyed, while boxing, wrestling, fencing, baseball and basketball matches are held, and at different periods a hike of a day or two gives the boys an agreeable change of instruction and an opportunity to get out into the country or enjoy a camp at the seashore.

The organized strength of the local battalion is 148 officers and men, the officers and non-commissioned officers at the present follow:

Battalion—Major Herbert R. Fay commanding; First Lieutenant Carl E. Nichols, adjutant; Sergeant-Major J. Carl Schindler.

Fifth company—Captain Sidney B. Clyne, commanding; First Lieutenant Wade W. Rhein; Second Lieutenant Raymond B. Taylor; First Sergeant Lolo A. Murrell; Quartermaster Sergeant Joseph C. Kneeshaw; Sergeants Francis Webster, Harry S. Nelson, Fred C. Schulte, Charles M. Frost; Corporals Robert A. Nelson, Walter

P. Williams, Carleton G. Sprinkle, Herbert E. Fears, Claude L. Boswell, Julius A. Keener.

Eighth company—Captain John V. Bush, commanding; First Lieutenant James Muirhead; Second Lieutenant George W. Fisher; First Sergeant Harry P. Kates; Quartermaster Sergeant Harrison G. Otis; Sergeants Lloyd T. Campbell, Ralph O. Coggeshall, John A. LeVigne, Robert E. Bowen; Corporals Arthur D. Worden, John W. Mack, Thomas P. Strader, Robert B. Hambley, Harry C. Downs, Harry W. Wainwright.

Medical detachment—Captain Robert J. Fly, M. D., commanding; Corporal Austin B. Shaw; Privates Roy S. Finney, David E. Parsons.

Captain Sidney B. Clyne is in attendance at officers' school for artillery instruction, Fort Monroe, Virginia; and the fifth company is commanded by First Lieutenant Wade W. Rhein in his absence.

JAPANESE SHIPS TO ENTER PORT

Announced That Line of Fast Steamers to San Diego Will Be Established

The announcement was made recently that the Japanese shipping firm of Teitani and Company, of Kobe, intends to establish a line of fast passenger and freight steamships between Oriental ports and San Diego when the San Diego and Arizona railroad is completed. Kobe merchants, it is stated, have subscribed liberally to the enterprise. Teitani and Company are among the largest shipping concerns in the Orient and already have several large vessels plying in the Japanese and Chinese coast trade. Two of these steamships, it is said, will be diverted to the San Diego

Four Routes East

S. P. COMPANY WINS SAFETY MEDAL

In competition with all the steam railways of the United States the Southern Pacific Company has been awarded the Harriman memorial safety medal founded by Mrs. Mary Averil Harriman, widow of the late railway builder, for the best record in accident prevention and hygiene affecting the public and its personnel during the current year, 1913. The award was made by the American Museum of Safety, under the auspices of which the competition was conducted.

The record of the Southern Pacific's achievements and efforts involving safety, industrial, hygiene and other correlative conditions during the year was submitted by R. J. Clancy, assistant to the general manager. It showed that during the fiscal year 1913 on the Pacific system of the railroad 1,373,815,327 passengers were carried a distance of one mile without the loss of a single passenger from train accident, continuing the Pacific system's record for safety in continuity from the year 1905, involving the movement of 3,900,000,000 revenue passengers a distance of one mile without one passenger fatality as a result of train accident. The award of the medal names the Southern Pacific the safest railroad on which to travel in the United States, and it redounds in two ways to the memory of Harriman, viz: the medal as a memorial, in itself, and the award to the railroad of which Harriman was for so long the head.

—The above from the San Diego Tribune Dec. 30—1913.

SUNSET

Double Daily Service to San Antonio, New Orleans and East—Route of The Sunset Limited. Four nights to Washington and New York.

EL PASO

Golden State Limited and "The Californian" Short Line to Chicago and East. Two nights to Kansas City. Three nights to Chicago.

OGDEN

Route of the Overland Limited de Luxe and the Pacific Limited.

SHASTA

The Road of a Thousand Wonders to the Great Northwest and East.

The Southern Pacific

Has spent over \$3,000,000 to make the Southern Pacific the Safest Road in the United States by putting in the best electric automatic Block Signals known.

The Southern Pacific

Was recently awarded First Prize by the Safety First Committee for having the fewest accidents, in competition with all steam railroads in the United States.

We think we have the SAFEST ROAD in the United States.

Think of This When You Are Going Traveling.

Southern Pacific
951 Fifth Street

Near Fifth and Broadway

Home 3608

run when the railroad is finished with two additional larger and more modern ones to follow as the trade warrants.

This line will follow practically the same route as that covered twelve years ago by the California and Oriental Steamship Company. At that time the company had under charter the British steamers, Carlisle City, Carmarshire, Thyra and Belgian King. These ships plied on a regular schedule between Japanese ports and San Diego, bringing cargoes of silk and Oriental products and taking back cotton, hardware and other merchandise. This line did a brisk business until the railroad companies

preferred to transfer the freight bound to the Orient to other ports. Japanese shipping men are said to be fully alive to the opportunities offered here as soon as the railroad situation warrants. Local Japanese merchants have promised their support to the proposed enterprise, and it is predicted that a big trade will be built up. Calls are to be made at Manila, Hong Kong and probably Shanghai on the west-bound voyages, the steamers sailing direct for Kobe after clearing from San Diego. An extension of the service to New York by way of the Panama canal is also under consideration, according to a representative of the company.



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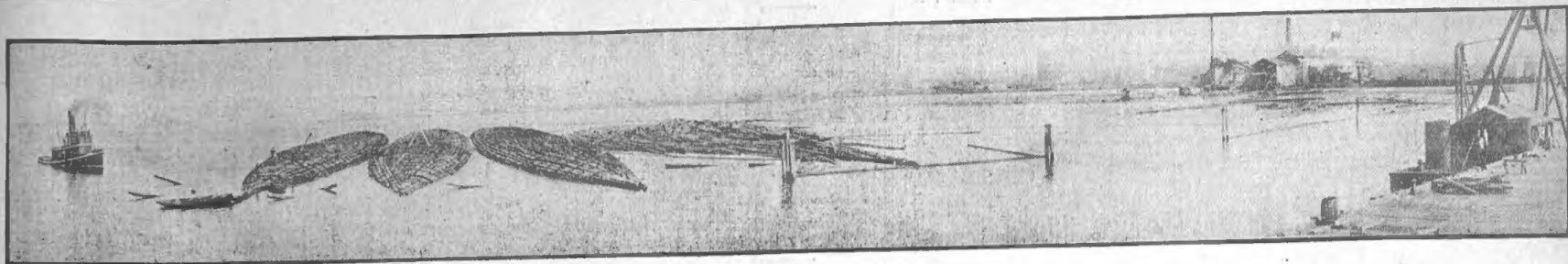
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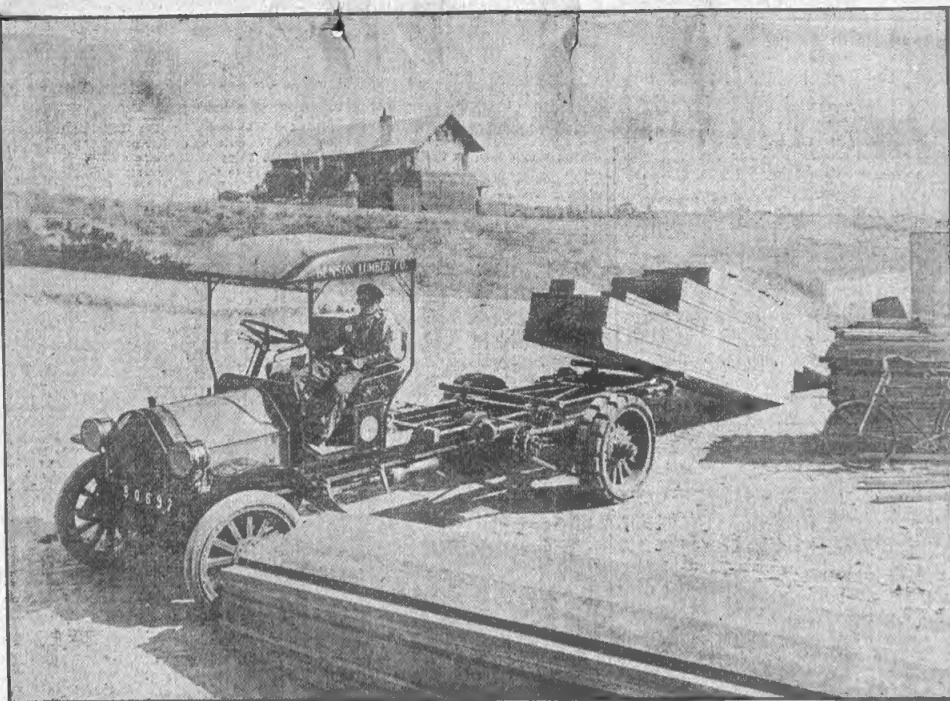
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